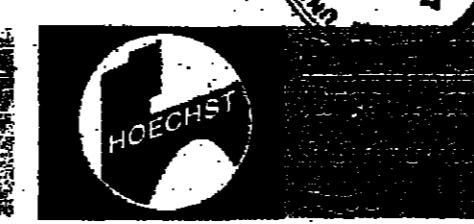
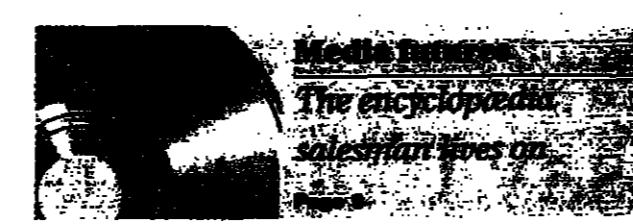




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Psychometric tests in
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FINANCIAL TIMES

Europe's Business Newspaper

MONDAY DECEMBER 19 1994

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Rolls-Royce to unveil supply deal with BMW



Rolls-Royce Motor Cars, known worldwide for the Spirit of Ecstasy figure (left) on its luxury cars, will today unveil a deal with BMW of Germany. Under the agreement, Rolls, a subsidiary of Vickers of the UK, will receive BMW components and technology to help cut the cost of producing its next generation of models. It is understood this includes BMW supplying Rolls-Royce with one of its most fundamental needs - a modern V12 engine to replace Rolls' current V8 power unit. Page 15

Berlusconi government on the brink: The government of Italian prime minister Silvio Berlusconi looks almost certain to collapse in a confidence vote Wednesday after the weekend defection of Northern League leader Umberto Bossi. Page 14

China warns over debt bail-out: Chinese officials distanced the government from responsibility for the debts of state-owned companies after a series of foreign reports about difficulties over payments. Foreign investors were warned they could not count on the government bailing out projects that went sour. Page 14; *China and Gatt*, Page 13

US seeks closer ties with EU: The US is proposing a stronger trade and economic partnership with the European Union. The US is keen to win EU support for stricter international disciplines on export subsidies, particularly the use of official aid to win big infrastructure contracts in the developing world. Page 2

Trafalgar House executives met advisers last night amid expectations that the UK conglomerate's bid for regional power company Northern Electric could be made as early as today. Page 15

Fear of organised crime set to grow: Financial crime and fraud will replace terrorism as the most pressing security concern for international businesses, says report by Control Risks, a London-based international corporate security consultant. Page 14

Spanish stores chain in trouble: Galerias Preciados, Spain's second-ranking department store chain, went into receivership with debts of Ptas44m (£45m). Britain's Marks and Spencer has been discussing the acquisition of some of the stores and another British department store, Harvey Nichols, is also believed to be interested. Page 17

Criminal target bootleg boom: British criminal gangs which run pub protection rackets are muscling in on the boom in cross-channel alcohol smuggling, according to Frank Nicholson, managing director of Sunderland-based brewer and pub owner Vaux. The gangs have pressed landlords to sell smuggled beer in their bars to turn a blind eye to its sale in pub car parks. Page 5

German hostel set ablaze: Arsonists set fire to a German hostel for refugees from former Yugoslavia. A woman and two children were slightly injured, but nine other residents escaped unharmed from the building near the Dutch border. Page 15

Ulster drugs bust: Five people were being questioned after police and customs officers seized one of Northern Ireland's biggest hauls of cannabis resin. Page 15

Court move likely on BCCI: The High Court in London will today hear the latest plan for settling with creditors of the failed Bank of Credit and Commerce International. Any deal must be approved by courts in two other jurisdictions as well. Page 15

Iberia pilots to strike: Iberia edged closer to bankruptcy when pilots at the beleaguered Spanish state-owned airline said they would strike from December 28 to January 3. Page 3

Hezbollah threatens Israeli targets: Lebanon's pro-Iranian Hezbollah group responded to threats of Israeli military action by vowings its fighters would stage suicide raids on Israeli targets worldwide. Page 15

Lord Pitt dies: Lord Pitt, one of Britain's first black peers and a tireless worker against racial prejudice, died after a long illness at the age of 81. Page 15

European Monetary System: The Irish punt slumped marginally below the Belgian franc in the EMS grid last week, despite Ireland's getting a new government after a month of political uncertainty. This week the grid will focus on the meeting of the Bundesbank council. Currencies, Page 23

EMI Grid: December 16, 1994



The chart shows the member currencies of the exchange rate mechanism measured against the weakest currency in the system. Most of the currencies are permitted to fluctuate within 15 per cent of agreed central rates against the other members of the mechanism. The exceptions are the D-Mark and the guilder which move in a 2.25 per cent band.

Country	Rate
Austria	80.92
Bahrain	DA1.25
Bulgaria	BR1.65
Cyprus	CL1.10
Czech Rep.	CS1.00
Denmark	DK1.10
Egypt	EG1.10
Finland	FI1.10
France	Fr1.10
Germany	DA1.00
Iceland	IK1.10
Ireland	IE1.10
Italy	IT1.10
Japan	Y1.10
Portugal	PT1.10
Spain	ES1.10
Sri Lanka	SL1.10
Sweden	SE1.10
Switzerland	CH1.10
Turkey	TL1.10
UK	1.00
USA	US1.00
UAE	DA1.00
Yugoslavia	YU1.00

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Saatchi given deadline to stay at advertising group

By Robert Peston in London

Mr Maurice Saatchi has been given until January 3 to decide whether to stay at Saatchi & Saatchi, the advertising group he founded 24 years ago. If he remains it will be in the largely honorary position of president and chairman of the subsidiary, Saatchi & Saatchi Advertising Worldwide.

After the boardroom coup, which on Friday night saw him ousted from the chairmanship of the company and removed from the board following a row over options, his friends said they were sure he would sever all connections with the group.

Mr Saatchi was this weekend discussing with his brother Charles whether they should set up a new agency. The chances of the brothers starting again are remote, according to a close colleague, who said: "After all the money they have made and at their age (on the cusp of 50), I don't think they really have the appetite for it."

Meanwhile, a senior adviser to the ruling Conservative party

suggested Mr Saatchi might be a candidate for the vacant post of head of the Prime Minister's Policy Unit.

Saatchi & Saatchi holds

the party's advertising account

and devised the "Labour Isn't Working" campaign.

Mr Charles Scott, Saatchi's

chief executive, will this week

start the process of finding a new

name for the company, after the

board's decision to drop "Saatchi

from the holding company's

identity.

Mr Scott will also try to stop

important clients deserting. The

group is particularly worried about three accounts: Mars, the

confectionery group, British Air-

ways, and Mirror Group Newspa-

pers, all of which were close to

Mr Saatchi.

Such is Mr Saatchi's closeness

to the Mars brothers, John and

Forrest, that on Friday evening,

when the board told him he was

being removed, he contacted them

in a last-ditch attempt to

put pressure on Saatchi directors.

Mars, British Airways and Mir-

ror Group sources

suggested Mr Saatchi's departure had little impact on its day-to-day relationship with the agency.

British Airways said yesterday it had made no decision on the future of its relationship with Saatchi & Saatchi.

A senior advertising industry executive said he did not believe all three would desert. "It is very difficult for them to leave, because it would require them to change their advertising campaigns, which they will be reluctant to do," he said.

Lex, Page 14

Letter, Page 12

Yeltsin threatened with choosing between bloodbath and 'betrayal'

Russia rejects peace talks offer from Chechnya

By John Lloyd in Moscow

We are the liberators, say Chechens

Page 2

rian division to the north of Grozny and the Chechen forces - even though the Russian deadline had expired. However, a series of explosions was heard north of the city in the late afternoon, and nine Chechen refugees were reported shot dead by Russian soldiers.

The stalemate between the Russian and Chechen leaderships yesterday threatened not just the stability of other northern Caucasian republics, but also that of the Russian administration itself. In the week ahead Mr Yeltsin faces the agonising choice between committing troops to a bloodbath which may topple Gen Dudyayev or seeking a compromise which may be seen by the army and Russian nationalist forces as a betrayal.

The Chechen offer of talks appeared to conform belatedly to Russia's demand that Gen Dudyayev meet senior officials at the Russian military base of Mozdok, near the Chechen border. Russia had demanded that Gen Dudyayev negotiate an agreement on handing over weapons, and had set a deadline of midnight on Saturday for compliance.

Gen Dudyayev had earlier insisted on meeting the Russian president, but Russia offered talks only with Mr Nikolai Yegorov, a vice premier, and Mr Sergei Stepashin, head of the Federal Intelligence Service. The ministry said Turkey had been first to voice its concerns over developments in Chechnya

and that "it has become obvious that Turkey's concerns were warranted".

Mrs Tansu Ciller, the Turkish prime minister, said in a separate message to Mr Victor Chernomyrdin, the Russian prime minister, that the Turkish people were worried about the fighting. The Chechens, like the Turks, are largely Muslim and had in the past been part of the Turkish empire.

The conflict has already provoked warnings from the Confederation of Caucasian Republics, which aims to unite the region's republics, that if there is a war, "it would not be a Russian-Chechen war, it would be a Russian-Caucasian war."

Russian liberal deputies were still in Grozny last night, having held an all-night sitting on Saturday night with Gen Dudyayev and his officials in an attempt to secure the release of Russian prisoners held by the Chechens. They claimed their presence probably helped avert an attack.

Mr Yeltsin sent troops to the mountainous region of about one million people after it had defied Kremlin rule for three years. Russian government officials say 14,000 Chechens have fled Grozny since the troops went in. Many headed for other autonomous regions in the Caucasus on Russia's southern rim.

We are the liberators, say Chechens

Page 2



UK Tories hit by cut in business funding

By Peter Mervin in London

Britain's ruling Conservative party faces sharply mounting difficulties raising funds from its traditional business supporters.

A Financial Times investigation shows a steep fall in donations from Britain's biggest companies and a poor performance by the secretive nationwide fund-raising network it has set up among business leaders.

A survey of Britain's largest 100 companies shows that donations to the Tories fell 34.3 per cent in real terms last year compared with 1993, an equivalent year in the election cycle.

The FT has also found that the network of business executives set up to fund the party is likely to fall well short of its financial targets this year, deepening the gloom surrounding Tory central office finances.

The party already has a £15m overhead and is expected to face a struggle to break even in the financial year ending in March.

Up to half of the donations from companies and individuals to the party's central office are channelled through a network of 10 regional industrial councils, each one comprising as many as 12 Tory-supporting business leaders.

In the past the network has provided up to £4m (£3.3m) a year

Continued on Page 14

Fundraisers look worldwide, Page 5

Threat to aid for N Korea after US helicopter downed

By John Burton, Seoul

correspondent

The US was trying yesterday to secure the return of a captured army pilot and the body of his co-pilot after their helicopter was shot down in North Korea due to a navigational error. North Korea claimed that it then shot down the helicopter.

The incident comes at an awkward time for both countries, following their recent agreement to halt Pyongyang's nuclear programme in exchange for the opening of diplomatic ties and economic aid.

President Bill Clinton said in a statement released by the White House that the helicopter had "strayed into North Korean airspace" on Saturday. He declared that the "tragic loss of life was unnecessary" and that "we are using all available channels to press for an early resolution of this matter".

The situation is potentially embarrassing to the US, as the helicopter appeared to violate the truce agreement that ended the 1950-53 Korean war. Aircraft from either side are not supposed to fly near the demilitarized zone

to try to use returning the pilot as a bargaining chip as this would set back its efforts to improve relations with the US, while giving conservative US critics of the recent nuclear accord new ground on which to oppose it.

North Korean officials have recently expressed concern that the new Republican-controlled Congress may try to block the nuclear pact, which critics believe offers too many concessions to Pyongyang.

The US has called for a meeting of the military armistice commission (MAC), which supervises the truce, to discuss the situation. But North Korea may refuse to attend: it withdrew from the MAC earlier this year in an attempt to pressure the US to sign a peace treaty to end the Korean war formally.

Instead, North Korea may use the current visit to Pyongyang of Mr Bill Richardson, a Democratic representative from New Mexico,

NEWS: INTERNATIONAL

Congress leaders outline tax cut scheme

By Nancy Dunne
in Washington

Leading Republicans yesterday outlined an aggressive programme to cut both US government and taxes, promising to move swiftly in January to reduce spending before moving on to tax relief measures.

"We will do more in the first 100 days than has been done in the last 10 years in this town," Mr Dick Arney, the incoming majority leader, said on television.

He and Congressman John Kasich, incoming House budget committee chairman, again attempted to seize the initiative from President Bill Clinton, who offered a tax reduction scheme on Tuesday. They said the House, unusually after convening, would create an "American tax relief savings account" which would hold the savings from programme cuts to pay for tax reductions.

"Nobody on Main Street and no-one on Wall Street is going to think we're going to give out the goodies without cutting government first," Mr Kasich said. They would move immediately to lower previous budget caps and force appropriation subcommittees to make spending reductions. Those savings would go into the special "bank," Mr Kasich said.

Republican Senator Bob Packwood, incoming chairman of the finance committee, predicted Congress would pass a "balanced budget" amendment to the US constitution by April. He forecast this would win approval by the state legislatures next summer. Various versions of the amendment would require a balanced budget in five to seven years.

Senator Pete Domenici, incoming budget committee chairman, said there would be "a revolution in this country," with scores of programmes eliminated or cut.

"We got the longest list in town," said Mr Arney, suggesting the Departments of Energy and Education could be eliminated and the Commerce Department and the Environmental Protection Agency severely reduced.

The Republicans indicated a willingness to work with Mr Clinton. His tax cut plan would be considered, said Mr Bill Archer, a Texas Republican. "He came late to the dance, but he's on the dance floor and we welcome that."

They said they would back a temporary line item veto, for perhaps four to six years.

Kohl backs bombers for Bosnia

Chancellor Helmut Kohl will today throw his political weight behind a decision to send German Tornado fighter bombers to Bosnia by telling MPs that Germany owes it to its allies to become involved in former Yugoslavia, writes Michael Lindemann in Bonn.

In an interview with *Bild Zeitung*, Germany's best-selling newspaper, Mr Kohl appealed to deputies, who must approve any deployment, to set aside their party affiliations and listen to their consciences.

The cabinet is expected to decide tomorrow whether it will send the aircraft, medical facilities, engineers and naval units. Two German navy frigates are already part of a fleet enforcing an embargo. However, officials said Germany would continue to resist pressure to send combat troops.

We are the liberators, say Chechens

The root of the conflict lies in the break-up of the Soviet Union, reports John Lloyd

Mr Usman Imayev, the Chechen minister of justice, sits in his office in batik dress with grenades clipped to his belt, cartridges magazines curving out of his pockets and a Kalashnikov automatic on his fax machine.

"In March 1991," he says, "there was a referendum on the continued existence of the Soviet Union, in which millions of people voted, including in Chechnya, and it got a majority."

"Then in December 1991 three men, the leaders of Russia, Ukraine and Belarus, decided to break up the Soviet Union. Chechnya had no hand in that. We did not sign the federation agreement with other republics of Russia. We did not take part in the referendum on the Russian constitution. So when Yeltsin talks about unconstitutional acts - who began them?"

Mr Imayev's words have a certain logic. Most obviously, President Boris Yeltsin recreated Russia from the ruins of a state which was internationally recognised and functioning.

By acting to break up the Union, he lays himself open to the charge to which all revolutionaries who attempt to stabilise a new order are subject: what gives them the right to say where the revolution stops? If such action was taken to liberate Russia, why cannot Chechens act in the same way to liberate Chechnya from Russia?

Second, Mr Yeltsin broke up a state which was multina-

tional. Even if Russian primacy was indisputable, the forms and many of the practices inscribed the equality of the races.

Now Russia has to remake herself according to Russian traditions - which are not even formally those of a Moslem mountain people like the Chechens, whose greatest pride is their long struggle against Tsarist colonisation.

In this knot of issues lies the root of the conflict, and of its importance to the Russian state and the future of its democracy and its reforms. Soviet communism gave Russia a cloak for prolonging imperialism and, at the same time, placed constraints on how it acted.

For those who liked Russia least - and the Chechens of all the peoples within Russia must take the prize for that - the new order is felt more as a burden than a liberation.

Thus when, three years ago, General Dzhokhar Dudayev, a Soviet air force general, roused his nation to independence from Russia, he was playing on strings of national consciousness which vibrated even more strongly to his touch.

"In the first year of independence," said Mr Suleiman Khadjimuratov, a prefect of Vedenskovo region near the capital, Grozny, "many people were not sure what it meant. Now, no one will give it up."

The issue, it seems, tran-

sends the manifest personal and public failings of a leader who has helped reduce the Chechen standard of living far below that of much of the rest of Russia and reneged on all of his promises of a better life and greater security.

Gen Dudayev is not greatly admired by most Chechens for his achievements - save only that he established independence. That appears to be genuinely, widely, popular. The attempts by Russian leaders such as Mr Nikolai Yegorov, the Russian deputy premier who is the presidential representative for Chechnya, to paint the country as a nation of "slaves" terrified into acquiescence by Gen Dudayev's

thugs, are wide of the mark.

Chechnya thus poses a fundamental challenge to Russian statehood. This is a new order that is fragile and incomplete, crammed within borders which, though still vast, are unfamiliarly truncated in the minds of most Russians accustomed to regard the Soviet Union as their home.

In the minds of the Chechens, Chechnya is the historic land of their fathers.

For Mr Yeltsin, who has for three years delayed attempting to unravel or cut the Chechen knot, it is the sharpest issue since the parliamentary revolt against him in the summer and autumn of last year.

The other voice is that of the democrats and liberals, the majority of whom are horrified by the war, not so much because of what it will do to

Chechnya as because of what it will do to democratic institutions.

Mr Yegor Gaidar, leader of Russia's Choice and the most vocal on the issue, pleaded again with the president, with whom he is reluctant to make the final break, to pull back from an attack which would "destroy all you have achieved" in the way of reforms.

For Mr Gaidar and other reformers the coalition of forces mobilised to take Grozny at any price, emboldened by their success in making the president head of the war party, could sweep on to strike against the market and representative institutions.

Perhaps because of this cacophony of voices, Mr Yeltsin as of last night had not yet sanctioned the final push against Chechnya. Perhaps he cannot. After all, a sizeable portion of the invasion force, that commanded by Gen Ivan Babich, has stopped over 30 miles from Grozny and refused to move further.

Two voices are battling for Mr Yeltsin's ear.

One is that of his security and military advisers and ministers, for whom Chechnya is the place where the rot stops and the crack of firm government is heard. It says that a chance must be grasped firmly to demonstrate to Russians, their neighbours and the world, that the integrity of the Russian state cannot be challenged without a great cost being paid.

The other voice is that of the

democrats and liberals, the majority of whom are horrified by the war, not so much because of what it will do to



John Bruton: eager to see progress in Ulster talks

Road ahead for Irish premier is well signposted

By John Murray Brown
in Dublin

Mr John Bruton, Ireland's new premier, has a boyish candour which often makes him seem out of place in the wheeling and dealing atmosphere of Irish politics.

Yet, after his more than 20 years in the Dail, there are few politicians with a more acute knowledge of the workings of parliament. At 47, and with a wealth of ministerial portfolios under his belt, the real question is whether he has the qualities of diplomacy and political toughness that Ireland needs at this watershed in its history.

Ireland is entering uncharted waters. The Northern Ireland peace process is at a critical juncture as paramilitaries enter exploratory talks with UK officials and unionists await the publication of the important joint framework document which London and Dublin hope will form the basis for all-party talks on 'Glaston's future.'

Mr Bruton will enter the process at the head of an uneasy coalition of conservatives and radical elements led by Fine Gael, an essentially conservative party, and including Labour, the party of modern European secular politics, and the Democratic Left, the successor of the Official IRA.

Personality problems may resurface. Mr Bruton believes he was let down when Mr Dick Spring, leader of the Labour party, went into coalition with Fianna Fail in 1992. The two politicians also squabbled over economic policy in the last Fine Gael-Labour coalition, which fell in 1987.

Today one key difference is that not only is there a shared determination to keep Fianna Fail out of office, but the economy's strength will make decisions on sensitive issues like public spending less divisive.

Mr Bruton's first task is to assert control over his own party machine. A challenge in the short term is unlikely but any slip could precipitate one.

The policy objectives are well signposted. On Northern Ireland, Mr Bruton's team will have to pick up where the outgoing government left off, while stamping its own character on the peace process. How he will balance the need to keep hardline republicans harnessed to the peace process, without compromising his sympathies for the northern unionists, is difficult to see.

In a deliberately low-key acceptance address to the Dail last week, Mr Bruton stressed his greatest concern was to see

progress sustained. If the outgoing administration secured the peace, he said, his task would be to foster the "reconciliation" of the island's two religious traditions.

In the Forum for Peace and Reconciliation on Friday, his first meeting with Mr Gerry Adams, leader of Sinn Fein (the IRA's political wing), provided little more than a cursory handshake. Few believe Mr Bruton can replicate the rapport Fianna Fail enjoyed with the republicans.

Fine Gael, historically identified as the party which voted for the Anglo-Irish Treaty of 1921 which enshrined partition, is still not comfortable with Sinn Fein.

But in Mr Prioress De Rossa, Democratic Left leader, Mr Bruton will have a useful ally. A former IRA internee, Mr De Rossa provides ample evidence of the benefits that accrue to those republicans who abandon the bullet in favour of the ballot box.

On social questions like divorce and abortion there is more common ground between the parties.

Mr Bruton campaigned in favour of legalising divorce when it was last put to a referendum in 1986. All three parties seem agreed it may be over-ambitious to contemplate winning back in a referendum substantive reforms legalising abortion, although there may be a good chance of passing legislation on an abortion information bill allowing women to be referred by doctors to specialists outside Ireland.

Perhaps the area where there will be most strain will be on the economy. Mr Bruton's Fine Gael is the party of low taxation and tight spending. Labour and the more radical Democratic Left will want to take a more Keynesian approach, injecting spending into the economy to create jobs and reduce the burden of poverty for the lower paid and unemployed.

Mr Bruton's first test is to see a new budget through parliament. Democratic Left, in charge of the big spending social welfare portfolio, is expected to push for a mildly expansionary budget in an attempt to ease unemployment.

Mr Bruton's budget record is far from convincing. In 1983, when he was finance minister in Dr Garret Fitzgerald's coalition, his attempts to impose VAT on child clothing and shoes was opposed by independent. This led to the defeat of his budget, and eventually the coalition's downfall.

Mountain conflict 'could spark unrest throughout north Caucasus'

Partisans prepare for guerrilla campaign

By Steve Levine in Grozny

If Russia's troops try to take Grozny by force they risk being drawn into a protracted guerrilla war in Chechnya's mountainous terrain which could spark unrest throughout the Islamic peoples of the north Caucasus, Chechen resistance fighters say.

In a village outside Grozny, Mr Ayub Khansulatov, a 30-year-old Chechen who is carefully placing pins into a set of hand grenades, says: "We have to get ready." Pointing to a stash of armour-piercing rockets, machine guns and Kalashnikov rifles lying a few feet away, he adds: "These are for Yeltsin."

As Moscow's ultimatum to the Chechen people expire, hundreds, perhaps thousands, of partisans like Mr Khansulatov are preparing to wage a guerrilla war. Along the roads out of Grozny are groups of fighters dressed in full battle gear huddling round fires of burning tyres to keep warm in the sub-zero temperatures.

"I have been ready to fight for a



A man reported to have been wounded in a shootout with Russian troops yesterday is carried to hospital by his colleagues

week but now we have been ordered to take to the mountains and fight a guerrilla war," Mr Khansulatov says, boasting of his skirmishes with Russian troops.

Many of Grozny's 400,000 inhabitants have already left for the mountains to the south. On Chechen television, bearded soldiers urge the rest of the population to leave the town to the tanks.

Mr Khansulatov says his detachment of 150 men would fight for as long as it took to make the Russians leave. He says he has already moved his wife and

three children to seek shelter in the south.

"I have taken my belongings to the mountains. If I die my son will get them," he says, standing in his house bare of all furniture except two beds, a load of weapons, and a television and video recorder on which he plays a tape of his brother's wedding celebrations. "Why cannot they let us live in peace. You see how good life can be!"

They say the crowds of civilians, which have been mobbing Russian forces to persuade them to turn back, should move out of the way of fighting. One soldier reads from an instruction manual indicating the most vulnerable points of a tank.

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A man reported to have been wounded in a shootout with Russian troops yesterday is carried to hospital by his colleagues

trade, who accompanied Mr Brown, said it would demean the proposal to describe it simply as a free trade area.

He said the administration's aim over the next year was to elevate the European dimension of its international policies in several ways.

The US top priority was to win EU support for stricter international disciplines on export subsidies, particularly the use of official aid to win big infrastructure contracts in the developing world.

The US has not decided what form the new partnership should take. But Mr Jeffrey Garten, under-secretary of commerce for international trade, has sharply stepped up support for exports, Mr Garten said his

close co-operation of trade with the new World Trade Organisation and other multilateral forums.

However, Mr Garten said this did not rule out further US bilateral trade initiatives, particularly towards Japan and China, where very vigorous action was likely.

The US also wants to seek ways of reducing obstacles to trade with the EU, particularly in the information industries. Mr Brown has proposed that the two sides should hold preparatory talks before a G7 meeting on telecommunications policy in Brussels early next year.

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Difficult choices ahead for Mercosur

Trade quartet must decide on direction after euphoria of pact, reports Angus Foster

late-night summits often spawn hyperbole and talk of breakthroughs, but the upbeat statements coming out of the colonial Brazilian town of Ouro Preto this weekend have a basis in fact.

The Mercosur trade group of Brazil, Argentina, Paraguay and Uruguay agreed to become a customs union from January 1. The decision, an idea which four years ago was dismissed by many as politically inspired and wishful thinking, will create the world's second largest customs union, linking economies with a combined GDP of about \$300bn (\$240bn) and 200m consumers.

Mr Fernando Henrique Cardoso, Brazil's president-elect, described the agreement as a "historic landmark", while President Carlos Menem of Argentina said its effects would be "highly positive" for the four countries' economies. Both men marvelled at the achievement, remarkable given that relations between Brazil and Argentina have until recently been poor and that their economies for decades encouraged protectionism.

Despite the celebrations, some difficult choices lie ahead. The partners must decide whether to push on towards a common market with free movement of labour and capital, or whether to concentrate on leading South America's integration with Nafta in the planned Free Trade Area of the Americas (FTAA). Mercosur's success also threatens to concentrate investment in the richer areas



Historic landmark: (left to right) Uruguay President Luis Alberto Lacalle, Brazil's Itamar Franco, Juan Carlos Wasmosy of Paraguay and Argentina's Carlos Menem join hands after the weekend pact

of Brazil and Argentina, two countries which already suffer from dangerous differences in regional wealth.

According to diplomats, the catalyst for agreement was the decision to allow sensitive and less competitive products temporary exemptions from the free trade regime. For trade between the four countries, where tariffs have been falling since 1991, less than 10 per cent of trade will get the special exemptions. However, these products, ranging from Argentine paper to Brazilian peaches, will have their tariffs

reduced to zero by 1998.

With the common external tariff (CET) covering trade with countries outside the area, less than 10 per cent of products will have an exemption from the tariff. In these cases, governments have until 2001 to apply the CET, whose average rate for all products is 14 per cent. Two sensitive areas, cars and sugar, will also be excluded until the next century.

A second important reason for agreement was the recent, and still fragile, economic recovery of Brazil, which has seen its monthly inflation rate fall from 50 per cent in June to less than 3 per cent this month because of a new currency, the Real.

Now the four countries must decide how much further to go. The Protocol of Ouro Preto, which gives Mercosur a legal status and lets it negotiate with other trade groups such as the European Union, also commits the partners to review by 2001 whether they want a full common market. Predicting the outcome is difficult, however, closer integration is likely to lead to stronger Mer-

cosur next year, and Brazil in 1998.

Until the review, the two main partners are determined to limit the growth of Mercosur's institutions. A Uruguayan proposal to establish a supranational court to rule on trade disputes was opposed by Brazil and Argentina, which feared their sovereignty would be diluted. Mercosur's secretariat will remain a small, administrative organ, and policy decisions will remain with the four governments.

Despite these intentions, however, closer integration is likely to lead to stronger Mer-

cosur institutions and devolved sovereignty.

In place of a court, the countries agreed over the weekend to set up an arbitration tribunal. A Brazilian-Argentine proposal to merge their automotive industrial policies by 2000 also implies the ceding of national interests to those of Mercosur.

Mercosur officials talk of the next few years as a time of "deepening" integration. But an important distraction is the 2005 deadline for a continent-wide free trade area, which was agreed at the recent Summit of the Americas and which will involve a convergence of existing trade blocks like Mercosur, Nafta and the Andean Pact countries.

Mercosur has already opened talks with Chile and Bolivia about their joining the free trade area rather than becoming customs union members.

Mercosur is the natural negotiating partner for Nafta, especially if relations continue to improve between the two biggest countries, the US and Brazil. However, there are real limits to Mercosur's further expansion. Some countries such as Venezuela want to establish links, principally to reduce their reliance on US trade. But Caracas is closer to Miami than Mercosur's main crescent, between São Paulo state in Brazil and Buenos Aires.

The expense and poor communications of the Amazon are also a barrier to further integration between north and south of South America.

WORLD NEWS DIGEST

Iberia pilots to strike on pay cut

Iberia, Spain's embattled state-owned flag carrier, inched closer to bankruptcy over the weekend when its pilots' union said they would strike over the peak holiday period between December 26 and January 8.

The pilots have rejected a viability plan backed by Iberia's other unions to salvage the crippled airline. The plan involved pay cuts of 15 per cent for the pilots, and their union said it was only prepared to negotiate salary cuts if Iberia's management was replaced. The confrontation means the management may introduce a more drastic restructuring plan involving large-scale redundancies among the airline's 25,000 labour force and the sale of some of its subsidiaries.

Iberia, which has debts of Pta124bn (\$2.06bn) half of which are short term, has written off accumulated losses of Pta144bn, reducing its capital and reserves to a mere Pta15bn. The airline is on course to lose Pta44bn this year and the company said yesterday the pilots' strike would cost Iberia at least Pta10bn in lost revenue. *Tom Burns, Madrid*

Former Banesto chief quizzed

Mr Mario Conde, former chairman of Banco Español de Crédito (Banesto), is to be questioned today by a Madrid high court judge who on Friday ordered the imprisonment of Mr Arturo Romani, the bank's former deputy chairman.

Mr Romani was arrested and refused bail by Judge Manuel García Castellón after two days of questioning in connection with a fraud probe into the banking group, which collapsed a year ago. Legal officials said the questioning centred on about Pta15bn (\$24.3m) allegedly defrauded from Banesto shareholders.

Mr Conde was indicted on fraud charges last month. He became chairman of Banesto in 1987, and was dismissed by the Bank of Spain last December, together with his fellow Banesto directors, after an official inspection discovered the banking group had overvalued its Pta7,000bn assets by Pta5,000bn. *Tom Burns, Madrid*

Carter starts peace mission

Former US president Jimmy Carter yesterday began his peace mission to Bosnia to try to break the diplomatic deadlock among the warring parties. As his visit got under way, defeated Bosnian-government troops were withdrawing from Velika Kladusa, a strategic town in the north-western Bihać pocket which fell to Serb and renegade Muslim forces.

After meeting President Franjo Tuđman of Croatia, Mr Haris Silajdžić, the Bosnian prime minister, and UN officials in the Croatian capital Zagreb, Mr Carter left for Sarajevo amid tight security. Today he is to meet Bosnian Serb leader Radovan Karadžić in Pale, the Serb mountain stronghold above Sarajevo. *Laura Silber, Belgrade*

Russia signs energy charter

Russia has overcome long-standing reservations and joined 45 other nations in signing a European Energy Charter designed as the single most important instrument for stimulating the integration of former eastern bloc economies into the world market. However, the US declined to sign the treaty in Lisbon on Saturday, mainly because it considers the charter fails to guarantee adequate protection for investors and falls below standards already obtained by the US in bilateral and other multilateral investment agreements. The treaty provides free and equal access to energy markets among the signatories. *Peter Wise, Lisbon*

BAT nears American Tobacco takeover consent

By Richard Tompkins in New York

BAT Industries, the British tobacco and financial services group, looks well placed to win a US court's consent this week for its planned \$1bn (\$650m) takeover of American Tobacco, the fifth biggest US cigarette maker.

Over the past two weeks the US Federal Trade Commission has been arguing in a New York court that the takeover should be blocked on compe-

tition grounds because BAT already owns Brown & Williamson Tobacco, the third biggest US cigarette maker.

The case closed last Wednesday with the judge reserving his decision, so neither side yet knows the outcome. But lawyers for the Federal Trade Commission acknowledge that BAT seems to have come out ahead.

Mr Merlin Orman, who represented the FTC during the hearing, said that the judge had clearly not been disposed towards the FTC's arguments.

During the hearing, the FTC argued

that the US tobacco industry was already highly concentrated because it had only six participants. If two of the participants combined, competition would be further reduced and it would become easier for the remaining participants to raise prices.

BAT countered that a merger of Brown & Williamson with its 11 per cent market share and American Tobacco with its 7 per cent share would increase the combined company's ability to compete with Philip Morris and R.J. Reynolds Tobacco.

Judge Pollack is thought likely to announce his decision tomorrow or Wednesday. But the FTC and BAT may yet reach a settlement before

the two industry giants, which together account for 70 per cent of US cigarette sales.

The FTC appeared to start the proceedings with a strong case, but as the hearing progressed, it became evident from Judge Milton Pollack's grilling of key FTC witnesses that he was far from convinced by the FTC's arguments.

Judge Pollack is thought likely to announce his decision tomorrow or Wednesday. But the FTC and BAT may yet reach a settlement before

then under which the FTC would drop its opposition to the takeover.

For the FTC, a compromise would be better than an outright defeat. For BAT, an agreement would eliminate the likelihood that the FTC, if defeated, would further delay the takeover by lodging an appeal.

One compromise that the FTC and BAT are understood to have considered would involve an agreement by BAT that it would shed an American Tobacco factory and some of its brands if the takeover went ahead.

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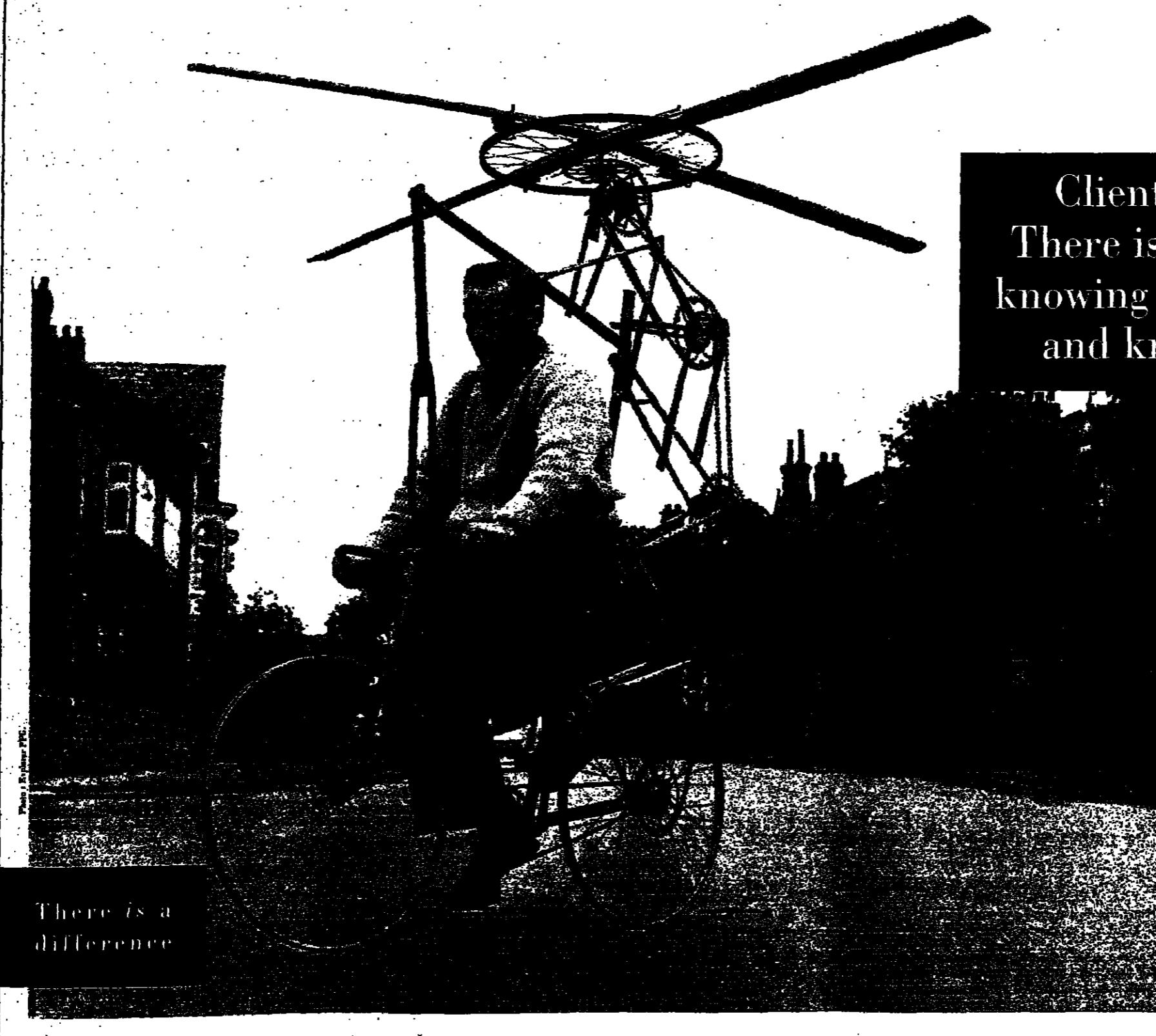
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NEWS: INTERNATIONAL

China seeks to resolve copper dispute

By Tony Walker

in Beijing

The China International Trust and Investment Corporation said yesterday it was committed to a "reasonable solution" in its dispute with London Metals Exchange copper traders and other creditors over non-payment of copper trading losses totalling \$300m-\$400m.

In Citic's first detailed comment on the dispute, which dates back to early

this year, a spokesman attributed the problems to dealers associated with the organisation's Shanghai branch acting without the knowledge or authority of Citic itself.

Mr Ali Xiwu, a senior adviser to Citic Shanghai, said two dealers and two managers, including the former president, had been charged with corruption and detained.

The Citic official, however, did not commit the organisation to a settlement.

The official said that this would depend on the outcome of meetings to be held soon in London.

But he noted that Citic Shanghai was "an independent legal entity under the law of China" and was therefore responsible for its own profits and losses.

Mr Xu said an international accounting firm had been entrusted with responsibility for investigating the losses and suggesting solutions. "I sincerely hope all parties concerned

will find a reasonable solution through friendly consultation," Mr Xu said.

He blamed creditors, including western banks, for lax procedures in their efforts to assist Citic Shanghai to overcome its trading losses.

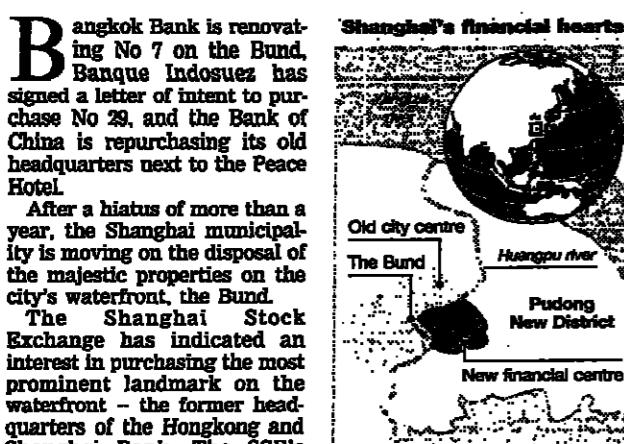
"I must regrettably point out that certain foreign counterparts have got some screws loose in their own house," he said. "In other words, what they have done has to some extent assisted such a thing happening unintentionally or intentionally."

Mr Xu said that credit had been extended to Citic's Shanghai branch equivalent to "five or six times" equity. This was done without notifying Citic headquarters, let alone requiring any guarantee from Citic.

"Any counterpart, if he is prudent, should have a related extension of credit to Citic Shanghai's capacity and in line with China's relevant laws and regulations governing foreign exchange."

Banks scramble for Shanghai's prime sites

Tony Walker analyses the municipality's disposal of the city's sought-after waterfront properties



OBJECTS OF DESIRE: Properties along Shanghai's waterfront, the Bund

Bank of China is repurchasing its old headquarters next to the Peace Hotel. After a hiatus of more than a year, the Shanghai municipality is moving on the disposal of the majestic properties on the city's waterfront, the Bund.

The Shanghai Stock Exchange has indicated an interest in purchasing the most prominent landmark on the waterfront - the former headquarters of the Hongkong and Shanghai Bank. The SSE's expression of interest may prompt a bidding contest since Hongkong Bank itself is keen to move back into its 27,000 sq m premises, now used as the mayor's office and Communist party headquarters.

The establishment of the Shanghai Bund Buildings Transformation Corporation has created a vehicle for the sale of 37 properties in an area the Chinese have taken to describing as Asia's Wall Street, although a revolution in the financial sector will be necessary to realise the dream of restoring the Bund to its former glory.

At the same time, across the Huangpu River, on the east bank, work is advancing on creating a separate "finance district" that will be linked with the Bund by underground railway, pedestrian tunnels, and bridges to create a central business district of Shanghai.

Mr Zhang Zhe, vice general manager of the Shanghai

Lujiazui Finance and Trade Zone Development Company, is confident that marriage between the old and the new can be effected to the advantage of both. "The two banks of the Huangpu can help each other and pull each other forward," he says.

Lujiazui Development was formed in 1992 to develop a 1.51 sq km site in the Pudong development zone, including 69 buildings, among them offices of China's big specialised banks, insurance companies and investment corporations.

A new securities exchange is also under construction, and space is being set aside for residential facilities.

Mr Zhang estimates development costs for the site, including buildings and infrastructure will run to about \$4bn, of which \$1bn has already been committed. Twelve buildings are actually under construction, and 20 are in the

advanced planning stage.

The Lujiazui Finance and Trade Zone zone as the financial district will be known, will be dominated by three skyscrapers, including a Ministry of Foreign Trade and Economic Co-operation structure rising 88 floors. If the planners' dreams are realised, one of Asia's more remarkable developments will rise from marshy ground in place of a galleon of decaying godowns, crumbling houses and the odd paddy field.

Western bankers in Shanghai welcome plans to create a central business district spanning the Huangpu and envelope no great problems in the city creating a business core bisected by a big waterway. The Huangpu, which runs into the Yangtze near its mouth, accommodates an enormous amount of shipping traffic.

Mr Fiepko Klug, chief representative in China of Banque Indosuez, sees no reason why

the "heart of the city" should not span the Huangpu "like the left and right bank in Paris".

But in common with his colleagues from other banks interested in returning to their homes on the Bund, Mr Klug is extremely circumspect about prospects of securing their old properties, and even more reticent on the issue of price.

Banque Indosuez, he says, has signed a letter of intent which is no more at this stage than an indication of an intention to discuss re-acquisition. "We would see our return to the Bund as an indication of confidence in the development of Shanghai and in the future of China," he says, "but the final decision has to be taken on the basis of price."

Other organisations, such as Hongkong and Shanghai Bank, eyeing their former Bund properties covetously, are even less forthcoming. Mr Richard Gra-

ham, chief representative in Shanghai of Baring Securities, said there were "political sensitivities" over the prospect of companies such as Hongkong Bank returning to their former "hunting lodges" on the Bund, from which they were unceremoniously ousted after the 1949 revolution.

Hongkong Bank is said to have been asked to pay between \$150m and \$200m for its former headquarters, but there is also no doubt that the symbolic value of acquiring the property would be almost incalculable. However, Mr Wei Wenyuan, general manager of the Shanghai Stock Exchange, said its present location was insufficient for its fast-growing business.

The SSE is at present operating from a converted former hotel, but is building a new exchange in the Pudong area. According to a Chinese news agency report, the SSE wants

the old Hongkong Bank site to "get a foothold on the Bund which is to become the symbol of Shanghai as an international financial centre".

While the larger western institutions continue to play a game of cat and mouse with the Shanghai authorities over price and leasehold terms, a Thai bank has quietly stolen a march.

The Bangkok Bank signed a 30-year lease in October, 1993 on No 7 and renovations are well under way.

Mr Chaiti Tayasanant, chief representative in China, said negotiations with the owner, Chang Jiang Shipping, had been completed in a "few months".

Facilitating the sale was the fact that the building was solely owned by the shipping company, avoiding ownership complications affecting other properties.

For most of the properties, the owner is the municipality, and complex commercial and political considerations have weighed heavily.

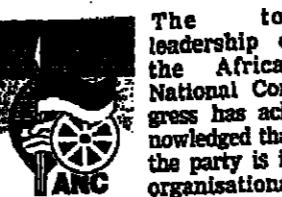
Delays are attributable in part to an argument within the local government over the best means of disposal - whether by auction, tender or private treaty.

The awkward issue not being addressed in talks on re-acquisition, at least not publicly, is the curious happenstance that the former owners are being obliged to lease back for substantial sums, properties that belonged to them in the first place.

Leadership of ANC admits party disarray

By Mark Suzman

in Bloemfontein



The top leadership of the African National Congress has acknowledged that the party is in organisational disarray and was unprepared for the demands of becoming the dominant partner in South Africa's government of national unity.

In his official report to the ANC's triennial conference in Bloemfontein yesterday Mr Cyril Ramaphosa, ANC secretary general, said the party had not sufficiently prepared itself for dealing with the bureaucratic tasks of government. As a result, the slow flow of new legislation, combined with ineffective policy implementation by a recalcitrant bureaucracy, had delayed delivery on the party's election promises.

In a well-received address to 3,000 ANC delegates from around the country, Mr Ramaphosa also admitted that the party's paid-up membership had dropped off sharply following the April election, and that unmet debts incurred during the election campaign had led to the use of fewer full-time party officers. However, he said he expected the conference to agree on a new membership structure to help combat this as well as cutting the excessive workload for top party officials.

The admissions are an acknowledgement by the ANC of some grassroots dissatisfaction with the slow pace of change since it came to power following the country's April elections.

Still, the conference seems likely to accept a proposed strategy document presented yesterday by deputy President Thabo Mbeki, which puts forward a generally moderate political line and calls for a national consensus on economic policy centred around opening the South African

market to increased trade and capital flows to boost local investment and productivity.

However the wide-ranging document notes that, while the ANC needs to improve its standing among whites, its primary focus should be the needs of the country's black community. It also says that the bureaucracy, army and police force should be rapidly transformed to make them more representative in terms of both race and gender, and more accountable to government.

Both Mr Ramaphosa and Mr Mbeki's speeches followed the line set in President Nelson Mandela's opening address to the five-day conference on Saturday, when he admitted that the pace of change had been slow, but insisted there were no short-term solutions to the entrenched problems South Africa faces. "Our is not a programme of quick band-aids but one for serious and lasting transformation," he said.

Mr Mandela also went out of his way to defend the ANC's commitment to fiscal discipline and economic reform against radicals calling for faster change. He insisted that such policies were "neither luxuries nor requirements foreign to the ANC's own policies", stressing that they represented the best way of achieving sustainable growth.

In this light, Mr Mandela said that given the difficulties of governance and delivery, the ANC should make more of an effort to explain to people the reasons behind unpopular decisions.

The president reiterated that one of the main obstacles facing the government's economic programme was the preponderance of economic power in white hands. This, he said, led to "attempts to discourage new entrants and foreign investors because the cartels over-charging society fear competition".

Eritrea struggles to rebuild as aid meeting begins

Pledges by donors are likely to be generous, writes Leslie Crawford

Eritrea, Africa's newest nation, will hold its first donors' conference with the World Bank and western governments in Paris today and present its masterplan for rebuilding a country emerging from more than a quarter century of civil war.

"Our global needs are tremendous," Mr Haille Woldesen, Eritrea's finance minister, said yesterday, declining however to place a figure on Eritrea's aid requirements.

"Every sector of the economy was affected by the war, but we also want to be realistic and take into account the financial constraints of the donor community."

The pro-government *China Times*, in an editorial published yesterday, said the ruling Kuomintang would be likely to step up economic ties with China, possibly opening direct links, in order to gain support in crucial legislative elections late next year and first-time presidential elections slated for early 1996.

"The iron votes have rusted," the paper said in a reference to the loss of once-loyal supporters to opposition parties in 1997.

businessmen support direct links, but actually that is not so. If direct links were opened tomorrow... like a magnetic force, Taiwan would be swayed alive."

But the issue of direct links

will become, in practical terms, a moot point in 2½ years in any case, as the *Economic Daily News* hinted in an editorial last week. "The 1997 deadline for Hong Kong is forcing us closer by the day. In the past we could avoid dealing with the direct links issue... but soon we will be compelled to face [China] directly," the paper warned. The British colony reverts to Chinese sovereignty in 1997.

There are few illusions

however, over the scale of the task which faces the new government.

Even after three years of peace, Eritrea cannot feed itself. It depends on international donations to meet the needs of 1.5m people - half of the population.

A further 500,000 Eritreans

are awaiting repatriation from refugee camps in neighbouring Sudan - a country with which Eritrea severed diplomatic relations two weeks ago because of Khartoum's alleged training of Eritrean Islamic insurgents.

Nevertheless, foreign investors, led by the US and Israel,

are showing an interest in Eritrea now that a foreign investment code and property and land rights have been established.

Several US oil companies,

including Mobil, Amoco and Hunt, are negotiating oil exploration contracts for the slow-moving waters off Eritrea's Red Sea coast.

Israel hopes to start fishing

operations soon after a 10-year break, while Middle East and German concerns are already negotiating for licences.

Israel reviews plan for stock market tax

By Julian Ozanne in Jerusalem

Israel's cabinet yesterday reviewed controversial government plans to tax stock market profits from January 1 as debate over economic policy widened. Mr Yitzhak Rabin, Israeli prime minister, met key economic officials after senior cabinet ministers launched a campaign to have the tax scrapped, amended or postponed.

Since the unpopular capital gains tax was announced earlier this year analysts say it has contributed to the continuing weakness on the Tel Aviv Stock Exchange and calls have been growing in Mr Rabin's Labour party for it to be abolished.

The Mistanach two-sided index has plunged almost 30 per cent from 240-250 points last year to a current level of 170-180 points and shows little sign of a quick recovery. The continuing weakness of the market has placed severe constraints on the government's privatisation programme and the ability of private companies to raise capital.

The abolition campaign has been led by Mr Shimon Shetreet, economy minister, who has argued the tax is a big factor in Labour's recent decline in the opinion polls. A recent Gallup poll showed that 36 per cent of those polled opposed the tax while 32 per cent supported it. The same poll showed 58 per cent of

investors in the stock market wanted the tax scrapped.

Mr Shetreet has called the tax "absurd and draconian" and said it would hurt the small investor most. The right-wing Likud opposition party has also condemned it. A private member's bill to scrap it was defeated 35-26 in parliament last week.

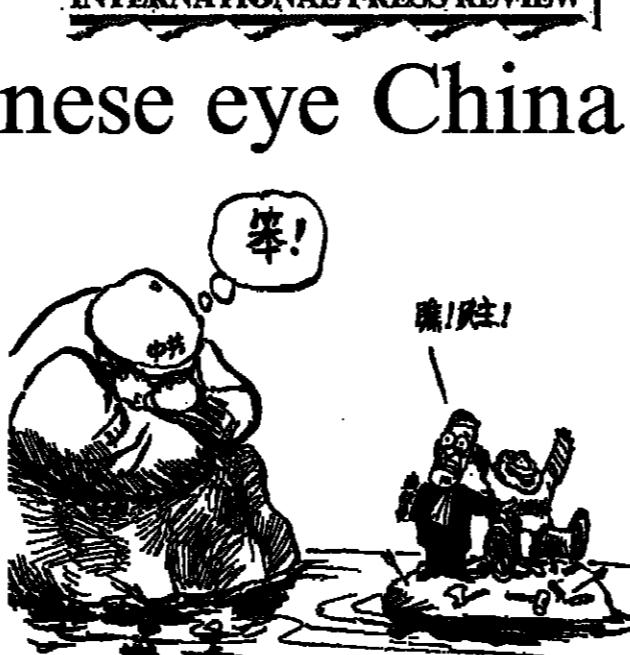
Mr Abraham Shochat, minister of finance, has warned that any attempt to abolish the tax would send negative signals to investors about government economic policy. He says the tax brings Israel into line with other countries and will be structured to allow deduction of losses, and has strongly criticised opposition to the measure based on political considerations. General elections are due in November 1996.

"Zigzagging on the issue, speculating as to what will happen in 1996, and flinching because of political intrigue and fears, all mean fleeing responsibility," he said last week. "The leadership of a country is evaluated according to its determination, its backbone, and its trustworthiness. Popularity ratings and political intrigues should not determine what needs to be done."

The tax has been strongly supported by Mr Jacob Frenkel, Bank of Israel governor. However many Labour members feel Mr Rabin is open to persuasion and could agree to postpone its implementation or amend it.

TAIWAN

By Laura Tyson



Taiwan's President Lee Teng-hui says, "Look! We have

centre" which would be used to establish direct shipping and air links with China.

"From an economic point of view, direct cross-strait transport would save time and money and promote development of two-way trade and economic development on both sides," the paper argued.

The pro-government *China Times*, in an editorial published yesterday, said the ruling Kuomintang would be likely to step up economic ties with China, possibly opening direct links, in order to gain support in crucial legislative elections late next year and first-time presidential elections slated for early 1996.

"Given Tien-chang's background in trade and economics, the cross-strait commerce will take precedence over politics, and some people find this disturbing," the article says. During his previous brief as economic planning minister, Mr Tien-chang drafted a plan to transform the island into a regional business hub. Press reports suggest that

he has been brought in to head the Mainland Affairs Council to carry out that plan.

It also reflects the chief fear of many ordinary Taiwanese that of being involuntarily absorbed by China, which views Taiwan as a rebellious province and threatens to use force if the island should formally declare independence.

Most countries accept Beijing's view and do not accord diplomatic recognition to Taipei. "Given Tien-chang's background in trade and economics, the cross-strait commerce will take precedence over politics, and some people find this disturbing," the article says. During his previous brief as economic planning minister, Mr Tien-chang drafted a plan to transform the island into a regional business hub. Press reports suggest that

he has been brought in to head the Mainland Affairs Council to carry out that plan.

The missing link - literally in Taiwan's grand ambition to become a regional centre for business, finance and transport is direct shipping and flights to China, banned by Taipei since the Kuomintang government fled to the island after losing China's civil war in 1949.

Businessmen who have investments in China and are forced to travel back and forth via Hong Kong see things differently.

"From an economic point of view, direct cross-strait transport would save time and money and promote development of two-way trade and economic development on both sides," the paper argued.

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MANAGEMENT

A testing time in the job market

Motoko Rich and Richard Donkin examine the controversies provoked by psychometric assessment

How do you think you would react if you had to view corpses and accompany them to the airport? Visit prisons? Live in areas where disease is an everyday problem?

Such questions may seem bizarre but they are routine for applicants to the UK's Foreign and Commonwealth Office.

Before filing an application, would-be diplomats complete a "self-assessment questionnaire" which is meant to test their suitability for the sort of professional and social life they can expect while working for the foreign office. Candidates score themselves, and if they reach a designated threshold, they are invited to proceed with the application. If not, they are told to consider another career.

Customised psychometric tests of this kind are not just used to identify the flexible types required to defend and advance British interests. Their popularity is rising in the UK and some estimates suggest the majority of larger companies have used the tests to assess personalities and abilities for recruitment, career development, team-building and, in some cases, redundancy selection.

The tests are not without controversy. Several cases recently have highlighted the varying quality of test providers and the dangers which can arise if they are sold for the wrong purpose or fall into the wrong hands. These have led to calls from occupational psychologists, personnel managers and, most recently, trade unions for better administrative standards.

Testing is not new. Intelligence and personality tests were first used on a large scale by the US army to determine who could handle the stress of trench warfare in the first world war. In the 1950s and 1960s, interest in the UK was fuelled by the growth of graduate trainee schemes in large corporations, when employers used the tests on inexperienced candidates.

Experts say it is important to distinguish between ability tests, which measure numeracy and verbal skill, and personality tests, which measure people's perceptions of their own behaviour.

If properly used and designed to evaluate skills relevant to the job being filled, many psychologists agree that ability tests can be highly effective. The use of personality tests, however, is in dispute.

Unison, the public service union, has raised questions about the use of personality tests when Anglian Water decided it needed to shed 900 staff as part of a big reorganisation. All staff were given a personality test to help managers decide who would be given new jobs.

According to Unison, the company said the tests would only influence 30 per cent of the decision. But Unison says the tests must have had more weight in the process. The union also claims the company determined the competencies the test would identify before it had determined what characteristics or skills were needed for the job.

In the US, a court in California awarded \$1.3m (£800,000) damages against a supermarket chain which had used a personality test to recruit security guards. One of the recruits complained that the questions were intrusive and bore no relation to the job he was being required to do.

Similar complaints have been voiced by UK employees who lost their jobs at Southwark Council in London after personality tests were used to decide who was made redundant in a job-shedding exercise earlier this year. Unison is taking up the Southwark incident in an unfair dismissal case before an industrial tribunal.

It may take one of these cases to remove the veil of statistical and psychological jargon that characterises academic debate and salesmanship in psychometrics. The excessive use of jargon is one reason why psychometric tests are so open to abuse. Management neglect is another issue. Because tests are used mainly as a recruitment tool, senior executives have often been content to leave their adoption and use to personnel specialists who, some critics believe, have been too ready to embrace psychometrics as another "boy scout badge" in the field of human resources.

"There is a lot of black magic around psychometric tests," says Steven Blinkhorn, co-director of Psychometric Research & Development, a consultancy which develops custom-built tests. "It gives personnel managers a sort of cachet because it gives them something they can do that others in the organisation cannot."

That said, many psychologists and personnel managers argue that psychometric tests can add value to a company's selection or career development processes and that they are better guides to a candidate's potential than the interview, references, letters of application and other traditional selection methods.

The same kind of critical criteria that are applied to tests are not applied to the interview as a selection method," says Clive Fletcher of Goldsmith College, London University. "The interview does not predict future performance at all and it is a marvelous vehicle for bias."

Blinkhorn and his consultancy partner Charles Johnson have written that such tests can often "bamboozle an unsophisticated public with pseudo science" and that tests "play fast and loose with statistical methods, and . . . make claims that do not stand up to close inspection."

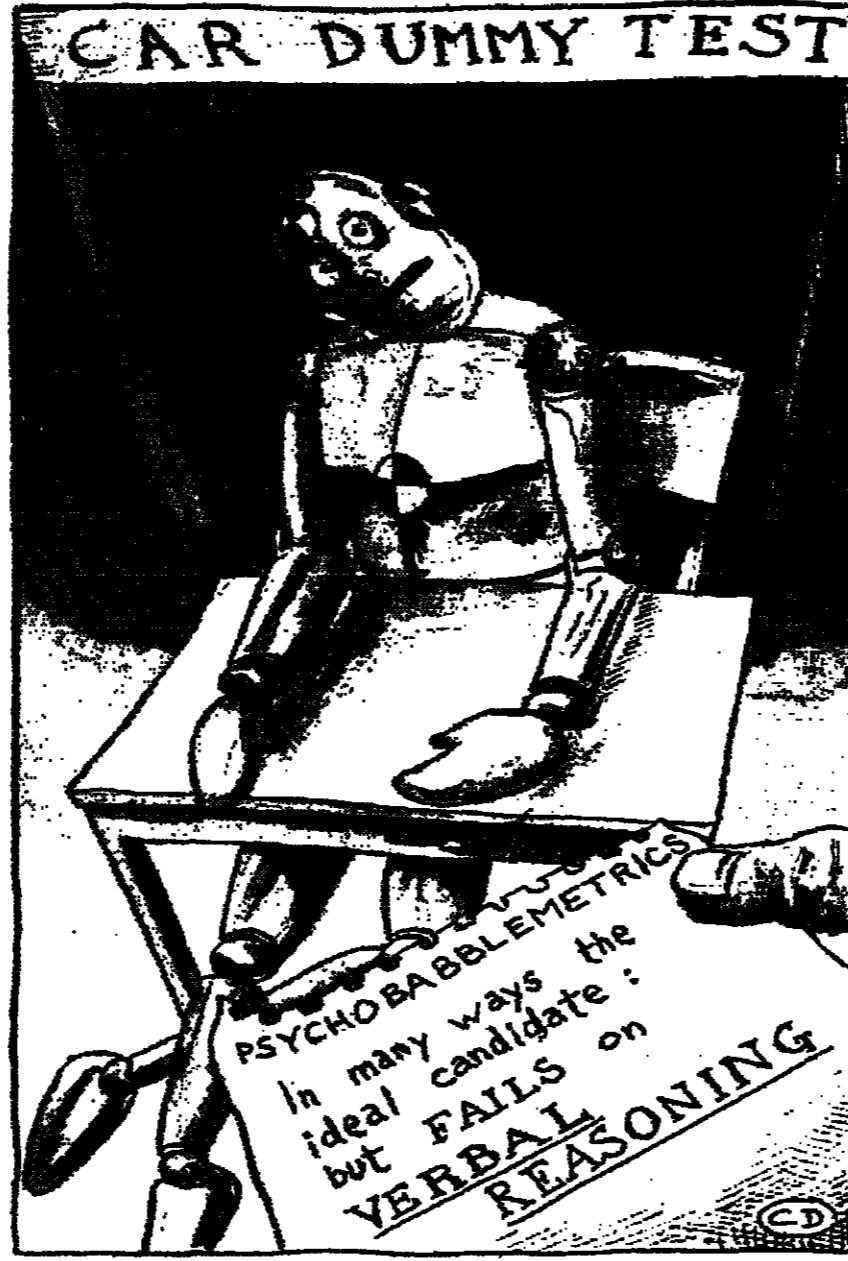
Steve Sefton, manager of ASE, the business psychology division of test publisher NFER-Nelson, is not as critical but concedes the tests have their limitations.

"Tests are really designed to be predictive of people's behaviour, rather than their job performance," he explains.

Along with the other leading test publishers, however, he insists that personality tests can be helpful tools in selection if used and understood correctly in conjunction with other recruitment methods.

Many psychologists, however, believe no test should be used in isolation or for redundancy purposes. "Tests should be used as a part of a battery of selection techniques such as interviews, group discussions and application forms," says David Bartram of Hull University, and a member of the test standards committee at the British Psychological Society.

Save and Holdsworth, the UK's largest test publisher, with a turnover of £30m worldwide, publishes hundreds of tests, including the Occupational Personality Questionnaire, which is one of the most



respected on the market. Other reputable tests include the 16PF, published in the UK by ASE, and the Myers Briggs, which was developed by two Americans in the 1960s. There are more than 5,000 tests in the English language on the market, some of which, say the BPS, are of dubious validity.

The Institute of Personnel and Development has developed a code of conduct for its members and the six leading test publishers have issued guidelines for test publishers and users. But none of these bodies has regulatory clout; nor can they vouch for the effectiveness of test methods.

In an attempt to introduce some standard into the field, the BPS has devised certificates of competence for those administering ability tests; equivalent qualifications for personality tests are expected sometime next year.

To obtain a certificate, company personnel officers have to enrol in BPS training courses run by chartered psychologists. The courses train non-psychologists to distinguish between types of tests, analyse statistical data, identify the abilities or characteristics that need to be tested, and judge if a test is valid for a company's needs.

Leading publishers are also attempting to police their own tests and improve training - though their motives may not be entirely altruistic. Users of Saville and Holdsworth's tests, for example, must attend week-long courses before being allowed to purchase any of the materials. Such training is expensive: users can expect to pay more than £4,000 for a course. The requirement to attend in-house training before tests can be bought, though, means the publishers may be "milking the market", according to Pauline Grant, business director of IARC-Abbridge, a consultancy.

The respectable publishers, however, are not the main problem. Price often influences choice and cheap, quick-fix tests that claim to be easy to operate are often run on computers and probably have as much to do with objectivity as the "Are you the world's best lover?" quizzes in teenage magazines which have proved highly popular.

Research dating back to 1958 shows that poor tests are about as good as star-sign columns in Sunday magazines. A psychologist tested 88 personnel managers and later gave them each identical reports describing their personality. In what is known as the Barnum effect, half of them described the report as "amazingly accurate", and 40 per cent of them said it was "rather good", while the other 10 per cent thought it was "half and half".

Before any test is adopted, employers should conduct a thorough job analysis. "The first thing you need to do is identify the task demands of the job," says Blinkhorn. "Ask if people need to bring those skills ready-made or if some of these skills are in part learned on the job."

Recruiters needed to talk to people already doing the job, as well as supervisors and management. Once the skills and characteristics genuinely needed for the job are identified, then an employer is better placed to choose the best test to evaluate them.

Perhaps the most important thing for potential test-users to remember, however, is that the tests have their limitations. When assessing personality, Grant says "people with very different personality characteristics could both do the same job very well".

Bartram also says employers need to decide whether they want to measure personality at all before they decide which test to use. All too often, he says, the debate is focused on the quality of the test rather than the question of whether personality is relevant to the job at all.

If a company does decide to use psychometric instruments, he says there is no justification for choosing inappropriate tests, just to save a few pounds. "In the long run, companies who use unreliable, cheap tests are going to lose out by doing that. They will be picking people who are not the best for the job."



PIONEERS AND PROPHETS

Nicoló Machiavelli

And the grey-suited patriarch of management gurus, Niccoló Machiavelli (1469-1527) holds an unlikely, but unavoidable, place. A fervent diplomat and writer, his career was coloured by "panache and intelligence in 'petty' disciplines". His abiding relevance to the world of management rests on a slim volume, *The Prince*.

The Prince is the 16th-century equivalent of Dale Carnegie's *How to Make Friends and Influence People*. Embedded beneath details of Alexander VI's tribulations, lies a ready supply of aphorisms and insights which are as appropriate to many of today's managers and organisations as they were nearly 500 years ago.

"It is unnecessary for a prince to have all the good qualities I have enumerated, but it is very necessary to appear to have them," Machiavelli advises, adding the suggestion that it is useful "to be a great pretender and dissembler". But *The Prince* goes beyond such helpful presentational hints.

Like all the great books, it offers something for everyone. Take Machiavelli on managing change: "There is nothing more difficult to take in hand, more pernicious to conduct, or more uncertain in its success, than to take the lead in the introduction of a new order of things." Or on sustaining motivation: "He ought, above all things, to keep his men well-organized and drilled, to follow incessantly the cause."

Above all, Machiavelli is the champion of leadership through cunning and intrigue, the triumph of force over reason. An admirer of Burgundy, Machiavelli had a dim view of human nature. Empowerment was not in his vocabulary.

Unfortunately history has repeatedly proved that a combination of being armed to the teeth and devoid of more likely to allow you to achieve your objectives. It is all very well being good, says Machiavelli, but the leader "should know how to enter into evil when necessity commands".

According to psychologist Robert Sharrock of consultants YSC, "Like the leaders Machiavelli sought to defend, some executives tend to see themselves as the natural rulers in whose hands organisations can be entrusted. Theoretical, abounding in their motivation. Is it a defensive reaction against failure or a need for predictability through control? The effect of the power-driven Machiavellian manager is totally plain to see."

In companies addicted to internal politics, Machiavelli remains the stuff of day-to-day reality. But, warns Sharrock, Machiavellian management may have had its day. "The gentle art of persuasion is finding favour with managers. The ends no longer justify the means. There is a return to the age of reason against which Machiavelli rebelled."

For many the age of reason has yet to dawn. Managers may not have read *The Prince* but will be able to identify with Machiavelli's observation that "a prince ought to have no other aim or thought, nor select anything else for his study, than war and its rules and discipline". In the corporate trenches, Machiavelli remains a useful Christmas reading.

Stuart Cramer

What's the score on choice?

Selecting a test involves more than flipping through a few catalogues and picking one that sounds good. Conscientious employers should consider a number of factors before choosing a test.

David Bartram of Hull University, and a member of the British Psychological Society's test standards committee, encourages employers to examine any

potential test for:

- Scope - what areas of ability or personality are you trying to cover?
- Accuracy or reliability - will the same test yield similar results if the same individual sits in two weeks' time?
- Validity - does the test measure what it says it does?

For example, if a test yields a score on a

person's persuasiveness, will the person who scores high on that scale actually be more persuasive than others who score low on the scale?

A good test should always include statistical data to back up its claims of validity, and the BPS competency courses should train users to be able to read these statistics.

● Fairness - is there any evidence to show that the test is unfairly biased against certain groups, such as women or ethnic minorities?

● Acceptability - how well will the test you are planning to use fit into the organisation and its image?

● Practicality - assess the time, resources and cost factors involved with the test.

The annual agony of Christmas giving

It is now the Christmas party season: a time for lechery and indolence. It is also a time of gift exchange, personal and corporate, which like so many things at Christmas is fraught with difficulty.

Gift buying is an annual torment which means so much to the chancellor of the exchequer, the high street shops and the credit card companies. But what makes this business of gift exchange and present-buying so difficult?

Maybe it is because they are imbued with much meaning - they can be statements of influence, power, taste, sympathy or emotion.

It is not only the problem of to whom one gives presents or not, and/or how much/little to spend, but more importantly what sort of item to purchase. Gifts are one of the ways in which the mental pictures others have of us are transmitted and likewise, we disclose to our gift recipients our pictures of them.

The subtlety of the exchange can

best be seen when it goes wrong. We can all remember, as a child, receiving a present which was insulting because we had outgrown it.

On the other hand, over-eager parents may cause extreme anxiety by giving gifts for which the child is simply not ready. Most toy manufacturers recognise this problem and indicate the toy's appropriate age range. Wouldn't it be fun to do the same for adult presents, putting labels on afterwards like "ideal for Essex man"; or executive toys "for the middle manager" going nowhere?

It is precisely because we give people something "suitable", as we perceive it, that individuals are so frequently given the same sort of present. How many executives receive bottles of whisky?

Should a person receive a variety of unusual presents, one may wonder at the gift-givers' very different perceptions and the real identity of the recipient.

The Christmas present also

imposes an identity on the giver, as well as the receiver. Some men confirm their "macho" identity by presenting non-personal gifts, such as cigars following the birth of a child. This is the conspicuous presentation of expensive gifts to celebrate simultaneously one's wealth and generosity. A gift may also be a portion for oneself - a sort of example of one's talents - so the artistic give pictures, gardeners a plant.

Gifts can be an important source of dominance particularly if one cannot reciprocate. Occasionally, adults can embarrass each other by the generosity of the present. To accept a gift is, to an extent, to accept the identity it imposes.

However, gifts can be rejected if they are perceived as unfriendly acts. A giver may express contempt by purchasing a gift for an individual which is inferior to those openly given to others. Gifts may have symbolic qualities - a gold watch for good riddance, travel luggage encouraging a long journey.

"Hindi-type" presents may also be rejected - cosmetics to conceal poor skin, a watch for the habitually late. Many "joke" presents fall into this category, for example, hot, spicy chewing gum (for the loud mouthed). Joke gifts may also reflect a rather insecure relation-

ship. Just as easily, gifts can be an expression of guilt, such as an attempt to compensate for a certain deficit. They make excellent items to use in the atonement of sins but they can be easily rejected as not being sufficiently compensatory.

Exchanging presents is another, more acceptable form of rejection. There are so many people returning unwanted gifts to the stores after Christmas (clearly not always because the size is wrong) that one wonders if anybody receives a present which they wanted.

Some groups try to prevent gift inflation, such as setting a limit on a present's cost.

Another way of coping can be to set aside certain goods or services as specifically gift-related and somehow not part of the mundane economic world. Confectionery and gift tokens play an important role here. But, however hard people try, the social rankings so beloved by the British are reflected in, and maintained by, Christmas gifts, for the allocation of the quality and quantity of presents brings people into comparison who are rarely contrasted with one another. "What did you get for Christmas?" provides excellent data on exactly where someone stands in the pecking order.

Both buying and receiving presents is a maze, full of rules and conventions and sub-texts and messages about multiple facets of the giver and receiver alike. Even a statement of one's ideal gift can be a minefield, as the British ambassador to Washington discovered.

The diplomatic envoys from several countries were caressed by a local radio station: the French ambassador described his ideal Christmas present as "peace throughout the world", the Canadian ambassador wished for an end to starvation, while the British ambassador requested a nice box of crystallised fruit.

The author is head of the business psychology unit at University College London.

Stuart Cramer

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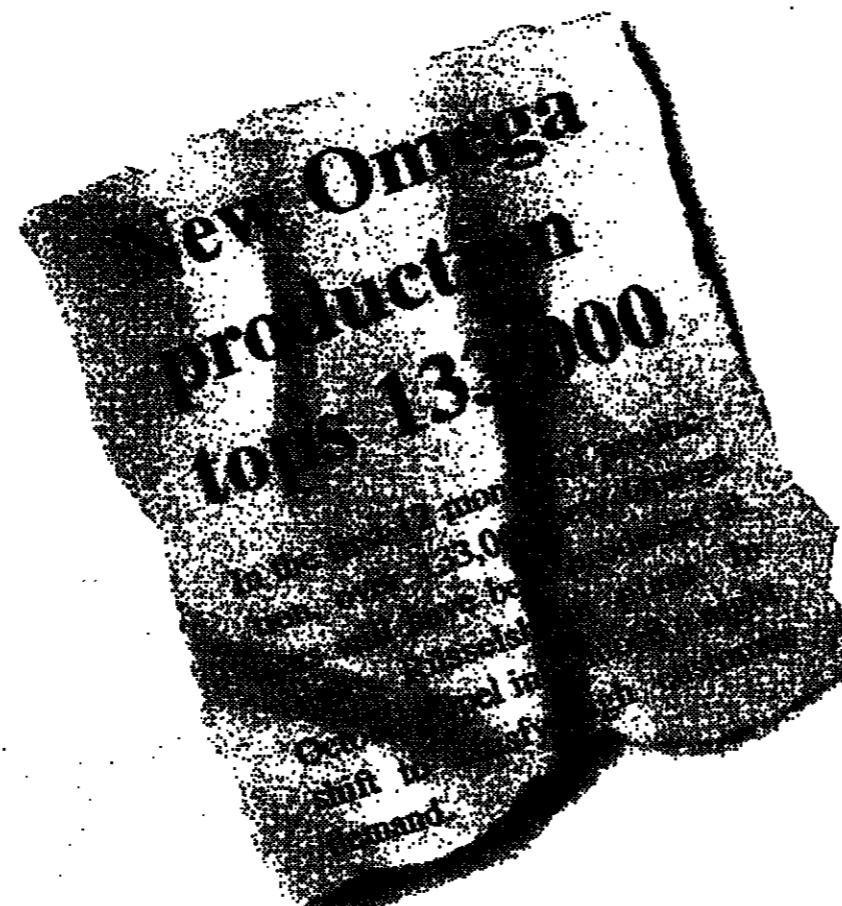
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ing

The public often rejects that which the experts admire. And vice versa.

The new Opel Omega, however, has clearly avoided such a fate.

It was launched in March this year to rapturous reviews from the motoring press. Among the praise which accompanied that above were quotes such as "The Omega holds three trumps: performance, fuel consumption and level of equipment" from Action Auto Moto in France and "A jump ahead" from Corriere della Sera in Italy.

Car buyers, too, showed their

appreciation. Sales of the Omega throughout Europe surpassed even our expectations and we've had to add a night shift at our Rüsselsheim plant in Germany to meet demand.

You won't be surprised, therefore, to learn that the Omega has already won some major motoring awards, among them the prestigious "Goldenes Lenkrad" award for best new model in its market segment, given by Germany's Bild am Sonntag and the RJC award for "Import Car of the Year" in Japan.

The Omega is just the latest in a long line of Opel success stories which have

helped us to become the leading car brand in Western Europe with no less than 12.5 % of the market.

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USINESS NEWS
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PEOPLE

The catalyst for new year resolutions at Hoechst

Jürgen Dormann is bringing about radical changes at the world's biggest chemicals group, say Christopher Parkes and Daniel Green

According to German corporate tradition, Jürgen Dormann had one crucial qualification for his elevation last May to chairmanship of Hoechst: more than 30 years' unbroken, faithful service. By another traditional measure, he is not qualified at all: he is not a chemist. But the 54-year-old former finance director - the first non-technical man to run the show - shows no signs of suffering any deficiencies as a result.

Dormann himself suggests that it is partly because he has been around so long that the most radical shake-out yet seen in Germany's much-restructured chemicals sector has so far been the success it has. Hoechst's staff do not see him as an "occupying force", he says, and he is thus accorded more accolades than resistance.

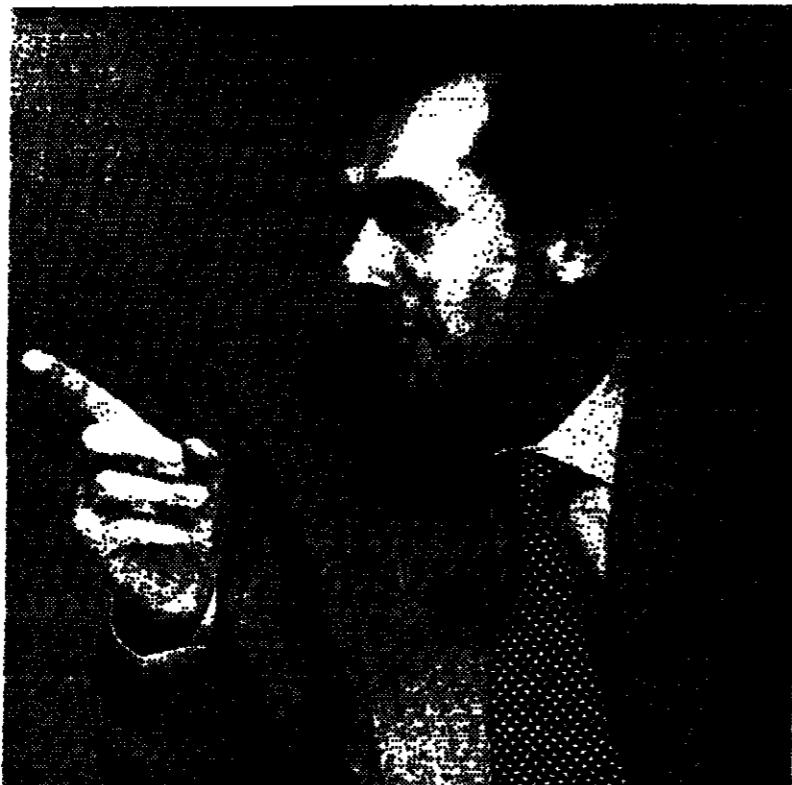
His colleagues, meanwhile, laud him for not succumbing to the paralysing conservatism and aversion to risk which routinely characterise many long-serving German managers. "Paranoia is a thing of the past," says one.

So, too, is the old hierarchical muddle which used to typify the structure of the world's biggest chemicals group and fourth biggest pharmaceuticals company. On January 1, everything will be turned inside out - officially.

The number of operating divisions will be cut from 15 to seven. Clearly separate stand-alone operations will be run as such. Responsibility, exercised centrally for decades, will be distributed. Rewards will be commensurate with performance. The management board will give up a seat to its first foreigner, an American. Questions from the public and press will be answered. And concerns from the population about the chemicals and drugs industries - particularly in Germany - will be addressed in an accessible fashion.

Dormann, a skinny, nervous-looking Hessian, has earned much popular credit for instituting all this change. But the reality appears to be that he is what is known in other business cultures as an enabler. His assumption of power in the wake of the unlaunched Wolfgang Hüller, a dour man with little appreciation of the merits of communication, has simply released reserves of talent which had been bottled up.

Dormann scoffs at any suggestion that outside business consultants have had a hand in his scheme. All the



changes and new ideas came from an eight-man team of senior managers called together four weeks before his took control and set seriously to work on the day he moved offices in May. Their proposals were ready by the end of September and approved by the board in early October.

All were promoted, and several put in charge of the projects they proposed - a tactic which seems to appeal to Dormann's sense of humour. "They have to live up to their ideas... I told them at the beginning I was not asking them to come in, prepare an analysis and then go off again like other consultants."

Further down the line, he admits, "it's hard to convince people that they have to get more business and market-oriented, that they have a bottom-line responsibility, and that they will be paid based on the goals we agree on."

But he insists there has been little resistance to change. Indeed, the works and middle management appear to be

suffused with a sense of relief - if not excitement - that the old order has been swept away so comprehensively. "Even though there are a lot of familiar faces still in the top management, there is a feeling that they have seriously changed their way of looking at and doing things," says one senior manager.

Part of the relief stems from a conviction that it is now inconceivable that the management is capable of repeating the blunders accompanying last year's series of accidents at the group's main site near Frankfurt, when Hoechst's response - dismissiveness, followed by panic - showed it as disorganized, defensive and arrogant.

Dormann is none of these. An industrialist with political skills, he can be engagingly informal but visibly weighs his words before speaking. "We are not hiding any longer," he says. "The main message is that we want to manage our activities based on long-term goals and vision."

Much of the propaganda drive is addressed to German environmental concerns, he acknowledges. It is one of the few areas in which he is prepared to say that domestic issues play a strong part in strategic thinking. Perhaps this is not surprising, given that the company has built its last large-scale chemical plant in Germany. There is more than enough capacity; the issue is one of managing a reduction in size.

Dormann is not afraid to move capacity and even headquarters functions out of the country. The fibres division, one of four core business areas he has identified, is now being run from the US with an American in charge. "It's not a question of passports or nationalities, it's a question of competence, markets, technology and creativity," he says.

His empire will embrace 347 department stores trading under some of the best known names in US retailing.

Federated's 11 chains will include Bloomingdale's, Macy's, A&S, Bon Marché and Burlington. Questrom will become the department store king of the US.

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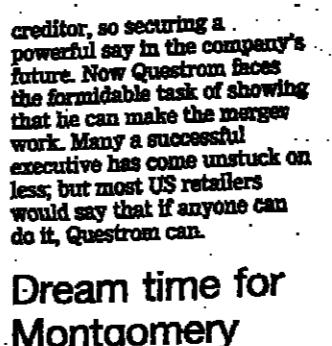
For Questrom, 54, it will be the crowning moment of his career. A native of Massachusetts, he joined Federated as a trainee at A&S after graduation from Boston University, and quickly rose to the position of merchandise manager.

By January 1988, he had become vice chairman of Federated itself - but four months later he stormed out to join the Neiman-Marcus department store group when Federated was taken over by Canadian financier Robert Campau.

As it turned out, his absence was only temporary. When Campau drove Federated into bankruptcy in 1990, Questrom was wooed back to pull the company out of its troubles.

Then, just as he had turned Federated round, R.H. Macy found itself going into bankruptcy, and Questrom started making overtures.

Federated eventually won control of R.H. Macy by buying some of its debt from another



IN THE NEWS

Questrom's US shopping trip completed

It looks as though Allen Questrom, chairman and chief executive of Federated Department Stores, has finally done it, writes Richard Rommick. Today, barring last-minute obstacles the US department store chain will complete its takeover of the rival R.H. Macy retailing group, and Questrom will become the department store king of the US.

His empire will embrace 347 department stores trading under some of the best known names in US retailing.

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Federated eventually won control of R.H. Macy by buying some of its debt from another

creditor, so securing a powerful say in the company's future. Now Questrom faces the formidable task of showing that he can make the merger work. Many a successful executive has come unstuck on less, but most US retailers would say that if anyone can do it, Questrom can.

Dream time for Montgomery

When Michael Montgomery ended his eight-year career with Walt Disney by resigning as finance director of Euro Disney, its troubled French subsidiary, the last thing on his mind was to take another job in entertainment, writes Alice Rawsthorn.

Now, four months later, he is back in the same business after joining forces with the "dream team" - Jeffrey Katzenberg, former head of Disney's movie studios, Steven Spielberg, director of *Jurassic Park* and *Schindler's List*, and David Geffen, the billion-dollar music mogul - in their attempt to launch a new entertainment group.

"It was what I expected to do," says Montgomery, 40, whose top priority in his new job will be to raise capital. "But this was an opportunity I couldn't resist. It's one of the most exciting new ventures that anyone could dream of."

Katzenberg was the architect of his appointment. The two had worked together on film-financing projects at Disney where Montgomery was assistant treasurer from 1986 to 1991 and then treasurer until he moved to Euro Disney in 1992.

He will be working closely with Katzenberg and with Ronald Nelson, former finance director of the Paramount entertainment group. Yet Montgomery insists that there will be no conflict of interest between his role and Nelson's.

"There is so much work to do here - plenty for everyone. Besides, I can't think of a nice guy to work with."

After four months of self-indulgence - "doing all the things I haven't had time for in 15 years, like taking my son to school and improving my golf" - he is now preparing for a more rigorous regime at the temporary offices in Los Angeles.

Rigorous it may be, but

raising capital for the star-studded team and Geffen sounds much more enjoyable.

than struggling to salvage Euro Disney. "It's hard work," he says. "But I can't think of any job which will be more fun."

Musical chairs - Swiss style

In Japan, the transfer of ageing bureaucrats to the private sector is so common that there is a term for it, *osashimori*, descent from heaven, writes Ian Rodger. In Switzerland, it is less frequent, but it is becoming fashionable among diplomats, for whom there is less call than in cold war days when the services of a trustworthy neutral country were in great demand.

Last week, Irwin Schurtenberger, 55, the current ambassador to China, jumped to Ciba-Geigy as head of the pharmaceuticals and chemicals group's year-old Chinese subsidiary. Schurtenberger follows the example set by David de Pury, the country's former official responsible for world trade matters, who moved to ABB Asea Brown Boveri in 1991; he is now co-chairman.

Bernhard Stettler, former counsellor at the Swiss mission to the Council of Europe in Strasbourg, has become spokesman for Swiss Bank Corporation, and Philippe Levy, a former trade official with ambassador status, who ran the Béla International Fair for a few years until last December, has now become an adviser to the Geneva-based international inspection and product testing group, Société Générale de Surveillance.

Switzerland has no tradition of a reverse movement so eye-brows have been raised over the nomination of Ueli Sigg, 48, a former executive and member of one of the controlling families of the Schindler elevators group, as Schurtenberger's successor to Peking.

But at least Sigg has undoubted qualifications for the job. In 1989, on behalf of Schindler, he negotiated the first ever joint venture in China for a western company. Of diplomatic hands are less assured by the appointment. Gérard Bellot, a spokesman of the lower house of the federal parliament, is ambassador to the council of Europe in Strasbourg. They call her derivative a "paper staircase", someone who climbs above crosswise.

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fresh in 1995

New-age Britannica gets foot in the door

Martin Mulligan explains how the encyclopaedia company is meeting the challenge of new technologies

He is etched in urban legend: the smiling yet implacable doorman salesman of encyclopaedias. You might think him a member of a threatened profession, trading on borrowed time in an increasingly high-tech, information-rich world. But you would be mistaken. If the leaders in the field are to be trusted, the future of the doorman encyclopaedia salesman is assured. In fact, his prospects have never seemed more alluring.

Which is strange. After all, aren't books themselves said to be living on borrowed time, perhaps already superseded by CD-Rom, interactive and multimedia products?

Joseph J. Esposito, north American president of Encyclopaedia Britannica, sees things differently.

At ease in his book-lined office, a short walk beyond the stone lions that guard Chicago's Art Institute, Esposito describes himself as "an English professor manqué". He combines a keen sense of mission with an eye for what is really happening in the global information market.

A self-confessed bookaholic, Esposito quotes T. S. Eliot and Voltaire in the same breath as he outlines the cyclical pattern of sales since Encyclopaedia Britannica, now in its 15th edition, was founded by three Scots in Edinburgh in 1768.

His mission is that of self-appointed protector of particular values. "As long as the Enlightenment spirit exists in the world, there will be a Britannica," he declares. Stuff it.

Today's Britannica comes in four flavours. There is the printed version we all know and love, Britannica CD-Rom, and, most recently, Britannica Online, in a local area network version and a World Wide Web version. The latter two are available at present only to universities and colleges (the first UK institutions have bought licences very recently).

Britannica is making big efforts to enable libraries, schools, companies and home users to gain access to its World Wide Web version. It does not know how quickly that is likely to happen, but even within Chicago's bastion of enlightenment, the Internet is seen as holding the most exciting.

ing possibilities. Today's flood of information, Esposito argues, has made Britannica, in all its forms, more valuable than ever. An environment in which the questions have multiplied is tremendous news for a man in the business of giving answers.

But the issues run much deeper. More than ever before, knowledge is endangered by wave upon wave of information. A knowledgeable person is now one who understands just how much of this information can be ignored.

What that person needs is a versatile, navigable, intellectual ark to carry the inquiring mind from place to place on the back of the flood. And the various versions of Britannica are just such arks.

As Esposito has said: "What is essential for the future of knowledge is filters and classifiers, information tools that cut out the noise and give us pieces of the universe in knowable units."

All well and good. But how does that square with the 32-volume, hand-tooled, leather-bound monolith on the bookshelf - that alternative universe of print and colour plates in which an imaginative child could lose itself for hours. Has that special experience gone for ever, replaced for today's and subsequent generations by CD-Rom or on-line versions of Britannica?

Perhaps not. Globally there is little hard evidence that sales of electronic products are at the expense of book sales. There may even be a small positive impact on book sales. Britannica's experience to date tends to support this. Its traditional printed version still comes in seven different bindings - to match room decorations.

"Most people buy the CD-Rom and print versions together, making up fully 40 per cent of our sales. Virtually no-one is buying CD-Rom without the print version," says Esposito.

It may be, after all, that print and electronic media do not have to fight each other. Against all expectations, they may be able to enjoy a symbiotic relationship.

CD-Rom is an "interim technology," according to Esposito and his colleagues. But nobody can say how long the interim will last. The single-disc Britannica CD contains a dictionary, a thesaurus, and the 65,000

articles and 42m words of the traditional Britannica. But they are the right words, as distinct from mere information.

Britannica CD is described as fully interactive but not multimedia. It is claimed to be the most interactive encyclopaedia going, because it has the "best search engine on the market".

A typical encyclopaedia contains 7m to 10m words. At 42m, Britannica is thus the big boy on the block. Its competitors in print include Collier, Grolier and World Books, but it says that its market share in print in the last few years has grown. Esposito nominates Grolier and Microsoft as its most successful electronic competitors.

Its strategy has been to invest in continually updating its database and developing powerful search-and-retrieval functions, rather than adding the random snippets of sound and video that characterise most CD-Rom encyclopaedias. Esposito admits that only 10 per cent of the print version's illustrations have translated into the CD-Rom format.

Could it be that Britannica's interest in CD-Rom is fuelled by the growing suspicion that many of its prospective younger readers are losing themselves in the branching networks of, say, Compton's interactive Encyclopedia, a screen-based "reading experience" which is perhaps as memorable and exciting for today's school-age children as their parents' first encounter with the traditional Britannica?

Esposito praises the competition, then quietly observes that "it is probably unfortunate that Britannica and its competitors share the name of encyclopaedia."

It is a harsh fact of life that quality publishers tend to lose money. Is Britannica defying that trend? Esposito does not evade the question, but his reply is carefully constructed. Britannica is owned by the William Benton Foundation, a non-profit corporation in Illinois, founded by the former senator who supports the University of Chicago.

"Historically," says Esposito, "we are in a very cyclical business, and

this has been true of [our] US sales for the entire century. We felt the 1991 recession. In terms of total company revenue, lately international has been greater than domestic. But the economy has begun to turn, and there is a great sense of optimism."

He is aware that "complacency kills companies, and the future does not necessarily belong to us", but takes heart from the fact that "the more affluent consumer market is showing a preference for our product."

But what of Britannica Online, the

jewel in the crown if the word of information scientists is to be accepted? How does it differ from the printed Britannica? Esposito reckons that "a truly electronic encyclopaedia will no more resemble a print encyclopaedia than a horseless carriage resembles a horse."

Britannica Online certainly offers a hint of what that might mean. In addition to the 42m-word database, it carries celebrated articles from past editions, new articles not included in the printed Britannica, essential graphics and illustrations, and -

crucially - references to other Internet resources that can be easily accessed by clicking on an icon.

That last feature is pivotal. By clicking on "hotlinks" within articles, users can access, for example, the Soviet Archives Exhibition provided by the Library of Congress or the Art and Culture of Mexico exhibition at the University of Guadalajara. Here is a real hint of how an Internet encyclopaedia may soon form a gateway to the world's knowle-

edge. "Getting the Message: trends in Voice Processing, 225 from Firefly Communications, 071-891 4505."

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The Group is operating within the recovery plan according to art. 2, para. 5, of law 3 April 1979, no. 95 (Prodi Law), approved by the Minister of Industry on June 30th, 1994, and has already obtained a significant backlog of orders in Italy and foreign countries.

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The Commissioner of the Mandelli Group in Extraordinary Administration (avv. Vincenzo Nicastro)

Businesses warned over lax security on Internet

How secure is the network? Stephen McGookin reports

When General Electric of the US admitted recently that computer hackers had gained access to sensitive company data via the Internet, it raised fears among businesses about the confidentiality of their dealings on the rapidly-expanding worldwide computer network.

Many people believe the Internet offers them all the security of a royal telephone call," says Gerry O'Neill of Britain's National Computing Centre in Manchester, speaking ironically.

He estimates that around 60 per cent of all traffic on the Internet is of commercial origin, based on message exchanges using the .co suffix, which identifies business users. "Security practices which are required for an internal network with a few thousand users simply do not guarantee secure links to an Internet community of 35m people," he says.

The responsibility rests with companies to establish their security properly. But there are indications that some of the 25,000 or so companies worldwide thought to be using the Internet commercially may not be taking security as seriously as the risks warrant, or that they do not regard their data as particularly sensitive.

A survey in the US last

month by Ernst & Young and *Information Week* magazine quizzed more than 1,250 various-sized companies. More than half admitted suffering some kind of loss due to computer security problems, but 24 per cent of respondents said their senior management saw information security as only somewhat important, and 8 per cent - around 100 companies - said the issue was viewed as not important at all.

Brian Neale, a UK-based specialist on Internet security with US computer company Digital Equipment, points out that once a system's security has been breached, its advantages are lost to legitimate users until the problem is solved. Even if the loss is only for a few hours, the cost can be high. GE's system was off the Net for about a week.

The scramble among businesses not to be left behind by the Internet revolution has meant that the normally high security standards found among large IT users are not mirrored in their policies towards the Internet," Dr Neale says. He estimates that three-quarters of large firms currently using, or intending to use, the Internet fall into this category and are under-protected, making them "dangerous drivers on the information superhighway". In a study called *Secure Connections to the*

Internet, he outlines the need for effective security procedures - known as firewalls. In effect, these are "gateway" computers which distinguish authorised access from unauthorised. The aim of the Digital firewall is to allow employees to gain access to Internet services in as near-transparent fashion as possible, while preventing access of unauthorised external users," he says.

Britain's Department of Trade and Industry has a permanent team working on policy for IT security. With several leading companies, including BT, Unilever, Midland Bank and Nationwide Building Society, the team has produced a code of practice advising information security managers how to establish and develop a secure information system.

The DTI believes companies should promote awareness of these offences as part of their computer security policies, in addition to taking steps to reduce the risk of offences being perpetrated on their computer systems.

As becomes clear from the GE breach, even the existence of sophisticated firewalls does not deter dedicated hackers. What is obvious, however, is that as the nature of on-line commerce evolves, companies will be forced to reassess their computer security provisions almost continually.

Dr Brian Neale, who is author of the report *Secure Connections to the Internet*, can be contacted at brian.neale@shp.mts.dec.com or through the Digital company liaison: shani.morris@eo.mts.dec.com

Demos calls for regulator for communications

By Alan Cane

A new regulator - OfCom - responsible for all telecommunications and broadcasting networks is one of the core proposals in a newly-published analysis of the social and political implications of information technology. It comes from Demos, a radical think-tank, whose advisory council includes John Ashworth, director of the London School of Economics, and Martin Taylor, chief executive of Barclays Bank.

Its views are expressed in a series of articles published both on paper and on the Internet. Geoff Mulgan, its director, says in an introductory essay that regulatory structures in UK communications

have become too complex, and that the regulation of networks should be consolidated into an Office of Communications. "The core of OfCom should take the form of a commission, with open recruitment and hearings before a select committee on the membership and chair," he writes.

Its primary goal should be the achievement of satisfaction, or welfare, among the public, he says, with competition as a means, not an end. He advocates a separate regulator responsible for taste and content in the cinema, press, television and video worlds.

Geoff Mulgan, professor of economics at Brunel University and a special adviser to Britain's existing telecommunications

Rapid growth for voicemail

By Alan Cane

Love it or loath it, voicemail, the business equivalent of the domestic telephone answering machine, is here to stay.

According to Dataquest, the marketing consultancy, the UK market alone for voicemail and voicemail products was worth \$163.1m in 1993, a growth rate of approximately 35 per cent in one year.

A recent survey carried out for Octel Communications, a designer and manufacturer of voicemail products, suggests that some 38 per cent of the UK's larger companies now have voice processing systems installed, with manufacturing industry the most enthusiastic.

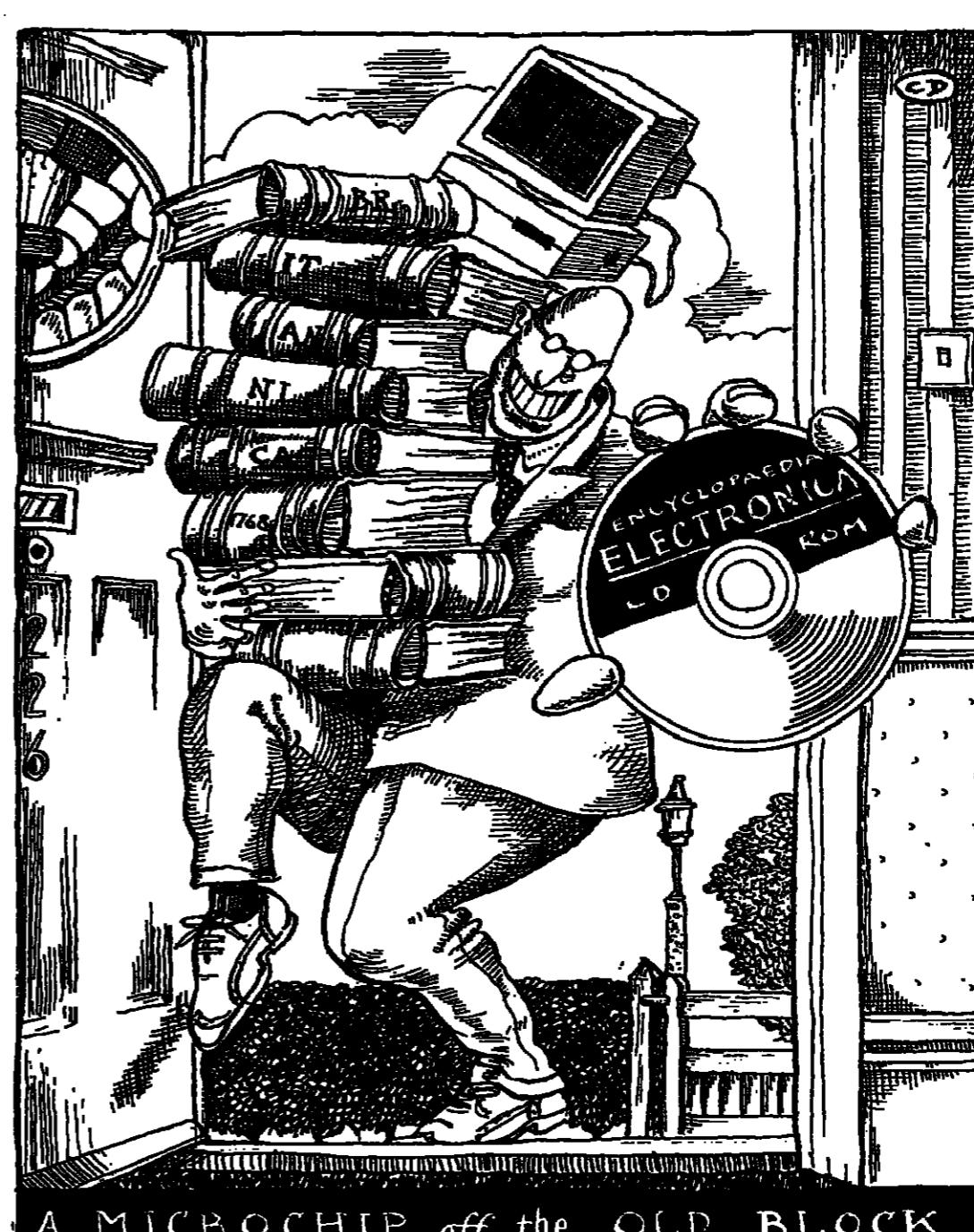
Financial services companies, however, seem the most satisfied, with almost three-quarters of those surveyed reporting improved customer service.

Management, however, tended to be ambivalent about voicemail until after installation. "Initial resistance," the survey said, "seems to be linked with a sense that the company may be losing its human face." Indeed, a major disadvantage detected was that some staff hide behind voicemail either to avoid answering calls or to camouflage absence.

The principal errors that management makes in installing new technology - failure to train staff adequately, or to measure response - were very evident in voicemail. Michael Persky, Octel's marketing director, said: "Only 59 per cent of companies installing voicemail make training for users compulsory. This should be 100 per cent if organisations are to maximise their investment."

Can it be only a matter of time before European companies follow the lead of their US contemporaries and appoint "voicemail police" to check that colleagues are changing their greetings regularly and listening to their mail?

"Getting the Message: trends in Voice Processing, 225 from Firefly Communications, 071-891 4505."



US air safety

Air travel in the US over Christmas could be severely disrupted following the grounding of dozens of commercial flights because of a crackdown on commercial airline safety standards. At the weekend American Eagle suspended all commercial operations to mid-west cities for the second time in less than a week, and KLM International Airlines suspended all services. Airlines have given US aviation its worst safety record in six years, with

the past over the commercial airline industry deepened by two American fatal accidents in five weeks that killed 82 people. The result is that some travellers have been switching to rental cars rather than short-haul flights.

Prompted by last week's crash of an American Eagle UK-built Jetstream Super 21 in two-engined turbo-prop, UK transportation secretary Federico Pena said that commercial airlines in the US faced more safety inspections and their crews would get more rest under new safety rules.

He said American Eagle has been observing the

safety standards required for larger aircraft, but that the authorities would want to maintain safety audits of every US carrier, large or small. In addition, commercial airline safety standards would be extended to include those of regular airlines.

Pena set a 100-day deadline for this to be achieved. "We are very troubled by the number of accidents we've had this year," he said.

An American Eagle spokesman said the company had complete confidence in the type of aircraft it uses.

Florence terminal
Florence inaugurated its new Amerigo Vespucci airport named after the Florentine explorer, on Saturday, while Andrew Hill in Milan.

The opening raised the competitive stakes with Pisa's airport which, though 90km away, is the traditional arrival point for Florence's tourists because of its long runway.

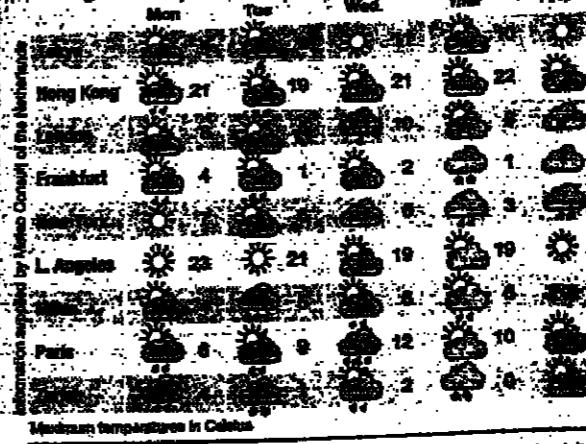
Florence airport is already served by small jets operated from the UK, France and Germany by carriers including Meridiana, UK Air and Lufthansa. It claims to be the third largest airport in Italy, judged by number of destinations served by scheduled airlines.

Chinese road accidents
Business visitors to China may ponder its death and accident rates for road travel. More than 6,000 people were killed on the roads in China last month, the National Public Transportation Safety Department said. This was a rise of 10.1 per cent on November last year, the department added in a report carried by the Xinhua news agency yesterday.

Road accidents rose 3.7 per cent to 29,096; 12,490 people were injured, up 2.8 per cent.

Peace dividend
Royal Jordanian Aeronautics says it hopes peace with Israel will produce a surge of traffic next year to restore its financial health. The airline is expecting to record a loss this year, says Nader Dahab, its president, though he hopes that Middle East peace-making will help boost revenues after years of decline.

He said that Royal Jordanian was co-operating with Israeli El Al to "open up new markets on commercial lines which will be beneficial for the two sides". The peace process had cut hopes of more traffic, especially from North America and Europe, Dahab said. A draft Jordan-Israel civil aviation treaty will be signed soon.

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The pick of the Parisian 'palaces'

Nicholas Haslam offers a guide to the benefits – and expense – of staying in the top hotels

Parisians modestly call their best hotels "palaces", but when argue furiously over which ones merit the title. Yet no one seems to doubt that the Plaza Athénée, the King George V, the Crillon and the Ritz are in line for first place.

Stied in the exclusive central 1st and 8th arrondissements, and the briefest of limousine rides from La Défense business and commercial district, these hotels cater for those whose pockets – or expense accounts – are deep.

Rooms at the Plaza start at FF1,300 (£220), while a presidential suite costs FF1,440. For this, however, you will receive some of the best service any hotel can offer, and join a guest list that includes an international Who's Who.

A few Metro stops from the Champs Elysées, the Grand Hotel Intercontinental looms beside the Opera in the heart of the Grand Boulevard district. With 514 rooms, the Grand is two stops from La Défense on the express rail RER, and has one of the largest conference rooms in the centre of Paris. Sixty per cent of guests are business people.

A single room costs FF1,600, but low-season reductions of up to 25 per cent are available.

Not to count, however, on hanging on to your savings: partners waiting for spouses to return from interminable business meetings can go shopping at Galeries Lafayette across the road, where guests are

not to count. The Lutetia on Boulevard Raspail has one of the best art deco facades in Paris. It is close to the Senate and the Sorbonne, and many guests are diplomats, politicians and academics.

The hotel has 280 rooms and 12 conference rooms, the largest of which can hold up to 500 people. Rooms start from FF1,050, while a two-bedroom apartment costs FF6,000. The Brasserie Lutetia fronting the hotel is a well-known rendezvous. While sipping a beer and watching the crowds go by, it is best not to think of the Lutetia's guests half a century ago, when the hotel served as Gestapo HQ.

Not far from the Lutetia, next to the Gallimard publishing house, is Hotel Montalembert. Reopened in 1991 after a year-long restoration, the hotel has 120 rooms, a self-service restaurant and a Chartier at 7 Faubourg Montmartre offers reasonable food amid the decor of a 19th century brasserie.

People say in Paris that if you work on the Right Bank, you play on the Left.

The Grand get a 10 per cent discount.

If you want to lunch outside the hotel, the area is full of excellent little restaurants. The Petit Gaillon in Rue Gaillon, just by the Opera, has excellent French and Senegalese food, and the Chartier at 7 Faubourg Montmartre offers reasonable food amid the decor of a 19th century brasserie.

People say in Paris that if you work on the Right Bank, you play on the Left. For those not tied to full schedules at La

modern French design, and start at FF1,625. There are two conference rooms, the largest with a capacity for 25.

At the back of the Montalembert, on Rue de l'Université and Rue Jacob there are two smaller hotels patronised by fashion buyers, journalists, artists and musicians.

The Lenox has 30 designer-furnished rooms, and those on the top floor have views across lead-covered roof tops to the Louvre across the Seine. A double room costs FF1,800 and a duplex apartment FF1,900.

La Villa, 100 metres down the road, has 32 rooms and a jazz club with an international

reputation in the basement. The management stresses that the club is well insulated from the rooms above, which start at FF1,800 (suites FF1,850).

Women business travellers alone in Paris should note that the Left Bank is one of the city's most secure areas, night and day. And non-French speakers should get a copy of Pariscopie, a weekly magazine with a section in English that lists everything, from theatres to flea markets.

OPENINGS

BERLIN

"La traviata" is hardly the kind of Christmas show you would expect from the Komische Oper - and not just because of its tragic ending. Verdi has never been much favoured by a company which places more emphasis on brilliant acting than beautiful singing. Nevertheless, the production which opens on Thursday has undoubtful potential: Yakov Kreizberg (left) conducts, Harry Kupfer produces and Violetta is sung by the young Noemi Nadelmann.

ARTS

VIENNA

The magic of the waltz fills the air over the next two weeks as the music of the Strauss family (Johann, the younger, left) once again sweeps Viennese society off its feet. The festive season culminates in the Imperial Ball on New Year's Eve and the Vienna Philharmonic Orchestra's New Year's Day concert, presided over by Zubin Mehta and televised worldwide.

LONDON

"Peter Pan" flies into the Cambridge Theatre tomorrow with Nicola Stapleton in the title role and Ron Moody (left) as Captain Hook.

NEW YORK

The Metropolitan Opera celebrates Christmas and New Year with gala performances of Otto Schenk's production of "Die Fledermaus" (below). The cast includes Pamela Coburn (left), Hermann Prey, Jochen Kowalski and Wolfgang Bröndel.

'Method' married to madness

Nigel Andrews talks to Rod Steiger, who returns to the cinema after ten years in the wilderness

What do you do if an unexploded bomb is lying about in your movie? Do you defuse or detonate it? Or do you just rejoice that it is there? *The Specialist*, opening on Boxing Day, is a Sylvester Stallone thriller full of fake explosions and dummy showboats, but it has one genuine exposed bomb in its cast. The name is Rod Steiger. The 68-year-old Jewish-Israeli actor is back as Oscar winner for *In The Heat Of The Night*, ex-partner to the great (Brando in *On The Waterfront*) and for decades the most articulate spokesman for the postwar era's best-known acting tradition, *The Method*.

In *The Specialist* Steiger, marrying madness to Method, careers about the screen with a gun and Cuban accent as if he had never been away. But for ten years he was away, in a private hell of near-clinical depression. It was caused in part by a faltering career and bad role choices. I met him recently in Hollywood. Yachting cap on head, face round as a Gouda, voice primed for that raspy singsong, he talked for two hours about acting, with a passion and breadth I have never met in any other practitioner.

Instead the Steiger glory days are

Steiger accepts that he is no longer first choice for top character roles in modern Hollywood. "Every time I see something I like," he snorts, "I run into Sean Connery or Gene Hackman." But he is still mildly shocked when he encounters executives who demand an interview before casting him.

"They've never heard of me. Some of you executives today are 30 years old, what the hell do they remember of me? You just have to go in and swallow your pride. I figure if Brando could do a screen test for *Godfather* - smartest move he ever made - I can do auditions too."

Faith pride he has given up. He vanished into his black hole, compounded of drink, divorce pains and career depression, soon after making what he thinks was his worst ever career judgement: turning down the lead role in *Patriot*.

"I woke up one morning and I was young and vibrant and alive and my philosophies were strong, and I said I'm a pacifist! I'll have nothing to do with this man. Biggest mistake of my life. If I'd been successful in that part, and it won George C. Scott an Oscar, I might even have had a shot at the Godfather."

"Fear motivates an actor," says Steiger. "I'm gonna try to be good in this part; you say, and you don't care who is watching, you have to entertain them. If I was in a room with just an automatic camera, and lighting, and no human beings, and there was just the studio cat, I'd worry about how the cat was reacting. Or a cockroach. Did the cockroach look at me? Did I entertain him?"

Instead the Steiger glory days are

the 1950s and '60s, when in the era before Hoffman or De Niro he was a one-man phenomenon: a character actor with the power and presence to dash his stardom.

Steiger thinks he never pushed quite that far. "I was never a leading man. I missed that one pre-requisite for real stardom. I never was what they call 'an icon'. If you don't get the female following of a tribe, you don't get that big as an actor. Brando had it. James Dean, Nicholson even has it - the attractiveness of evil."

So he settled for the rollercoastering life of a high-exposure character player. There was joy here, from the freedom of being other people. And there was fear too: the energies of anxiety that comes from ever-changing challenges on stage and screen.

"Fear motivates an actor," says Steiger. "I'm gonna try to be good in this part; you say, and you don't care who is watching, you have to entertain them. If I was in a room with just an automatic camera, and lighting, and no human beings, and there was just the studio cat, I'd worry about how the cat was reacting. Or a cockroach. Did the cockroach look at me? Did I entertain him?"

"But there's a price to pay for living with the childhood romantic dream of living adventure and challenge. After a while you don't have so many 'highs', because you don't get employed that quickly again. And then you watch out because boredom comes in and you're looking frantically for something to give that fear again, because you misinterpret that fear as being alive."

Glamour, not terror, lured him into acting. "I came from a neighbourhood in Newark, New Jersey, where if you put the garbage out and helped with the dishes your mother gave you fifteen cents and you went to the movies on Saturday afternoon and watched the golden people."

Steiger's voice rises and stretches on that "go-d-e-n." He knows, even off camera, where the comph will come in a sentence. When he joined the golden people himself, enrolling in the Actors Studio, then going on stage and TV to earn his reputation as a powerhouse Everyman, Steiger became famous for pushing and pulling his scripts. Not just accents and emphases but whole words and phrases.

"What are sentences?" he says. "They're prismatic particles, flying out from the centre of a thought. And you catch the flashing of their individual light and you understand that sentence. So you look around with a little, so long as you keep the meaning."

He and Brando did so in the famous taxi scene in *On The Waterfront* ("I could be a contender, Charlie"). The scene was born, recalls Steiger, from an accumulation of happy mishaps.

"We spent eleven hours shooting. The producer Sam Spiegel had promised us back-projection. When Kazan the director arrived, there was no street footage to project behind the cab's window!"

"Well, a crew member said he'd come in that day in a taxi with venetian blinds. So Kazan used that. And we were in that tight space - half a mock-up cab - and Kazan brought the camera right in on our faces. We played that scene, and played with it, till it came right."

Waterfront was a watershed in postwar acting: the vindication of the Method in popular cinema. Did Steiger sense this at the time?

"You never know you're doing a revolution," he says. "If you do, you're a pain in the ass. You cannot make love and criticise your performance at the same time."

"Let me tell you about the 'Method'. The word was invented by journalists to describe the ideas that Lee Strasberg and Stella Adler brought back from a visit to Russia. In the old style of acting you used conjecture to force an emotion in from outside. With the Method the actor uses involvement to discover the emotions in himself."

"So you find something in your own life. If somebody tells me my daughter's died, I cry. Tears come into Steiger's eyes on cue. (His daughter and only child is the opera singer Anna Steiger.) "But I'm afraid of using that too much, in case I use it up. Another time, I'll use something like I did in *The Big Knife*. I had to get angry in one scene, so I looked at the set and I had just seen - this was after the war - photo of Auschwitz and Treblinka. So I said to myself, 'These people built this place!' And that did it for me." Steiger exploded like a bomb at the movie today and take shelter.

But the Method has room for more lightweight techniques too. "The famous American actress Shirley Booth was rehearsing a scene where she puts provisions she's bought into the fridge. And the director said, 'Shirley darling! We can't take this long!' So she came in again and did the scene in a fifth of the time, without hurrying. He asked her how she did it. 'Oh I have a taxi outside with the meter running,' she said."

Occasionally the actor finds he has no techniques at all to hand.

For *The Puzzbrokers* Steiger had to "invent" a moment while the camera was running. "For the scene where I put my hand down on the spindle and the spike goes through, I had done a lot of rehearsal at home. But midway through the shot I thought to myself, 'You son of a bitch. You forgot to practice taking the hand off!' So I couldn't embarrass myself by stopping the camera. I just remembered what I did whenever I panicked, which was to hold my breath, and I took a deep lungful of air and then - poof! - let it out."

Steiger's greatest early roles were plain men yanked into extremity. But in the late 1960s his career took a startling turn. He began behaving like a one-man Madame Tussauds. Pope John XXIII, Mussolini, Rasputin, W.C. Fields. Real historical figures, topped off by Napoleon in *Waterloo*.

"Oh that's a high!" he rhapsodises. "I could live for one tenth of a second at the exciting level of a great moment in history, because I somehow made myself believe it was happening to me, why not go for it?"

So he bookwormed through the reference tomes. He had Napoleon's autopsy translated into English; he discovered that the man was riddled with diseases and drugs; he invented a scenario for the Waterloo defeat. "I believe on the night before the battle he bombed himself out on laudanum."

The only thing Steiger refused to do was put his arm inside his coat. Not even for a publicity shot.

"What's a cliché? It's a given truth that's repeated so often that it becomes a bore, a joke. What makes a king or an emperor isn't gestures or royal vowel sounds - 'Men of France!' The man may stammer; he may have a high lisping voice. What makes a king is that when he says he is thirsty, fifty people come bringing water!"

And what makes an actor, I ask: knowing the clock is ticking towards a football match Steiger wants to watch on cue. Look at the movie today and take shelter.

But the struggle between good and evil is underplayed: the trio of fairy godmothers is not very funny and the evil fairy appears too seldom to get the hissing up to full steam. The characterisation is a bit vague: the Queen and the King are both silly ninnies, while the Archbishop and Crispin, Princess Rose's little playmate, have no characters at all to speak of. The songs are rather wishy-washy - with the exception of "Don't Be Brave", an excellent little number ruffing up fairytale heroics - and there are a couple of scenes that should have been left off the list of ingredients altogether: a dream sequence and an overlong preamble for the second act. Take those away, add a bit more spice, slapstick and sheer silliness, and the show might reach its comic potential.

We all know where the proof of the pudding lies, of course, and, to be fair, the children in the audience enjoyed it. But I departed feeling rather undernourished; frustrating, since this is a theatre that you so often leave fascinated, with your sides aching from over-indulgence.

Theatre Sleeping Beauty

A good pantomime, like a good Christmas dinner, is a tricky thing to pull off. First you have your list of ingredients: good dame, kissable baddie, plenty of slapstick, running gags, a song sheet, a chase sequence, a fight, songs, plenty of glitter, a sprinkling of topicality, a pinch of blue (optional) and a pinch of camp (not optional), and those little plums that have to pop out - "he's behind you", "oh yes you will".

Then you must mix your ingredients well, in the certain knowledge that if one thing is missing, it will be the one thing that everybody notices. Even then, when everything is compiled, it might not work out: a little overcooked, a little undercooked, and the whole thing misfires.

The Theatre Royal, Stratford East unusually serves up an excellent pantomime. Sad to relate, then, that *The Sleeping Beauty*, this year's offering, seems rather underdone. Most of the ingredients are there, and David Cregan's script treads that difficult line between providing a proper story for the children and working in the traditional pantomime elements. The audience participation is beautifully managed in Phillipa Hedley's production: there is some nice topicality: the King and Queen are 1990s parents ("but what will people say if I don't bring her up myself"), wails the Queen, as a nanny is hired for the baby Beauty - and the show is governed by an enjoyable dame in the shape of Michael Bertenshaw as a stout, stern, hatchet-faced nursemaid.

But the struggle between good and evil is underplayed: the trio of fairy godmothers is not very funny and the evil fairy appears too seldom to get the hissing up to full steam. The characterisation is a bit vague: the Queen and the King are both silly ninnies, while the Archbishop and Crispin, Princess Rose's little playmate, have no characters at all to speak of. The songs are rather wishy-washy - with the exception of "Don't Be Brave", an excellent little number ruffing up fairytale heroics - and there are a couple of scenes that should have been left off the list of ingredients altogether: a dream sequence and an overlong preamble for the second act. Take those away, add a bit more spice, slapstick and sheer silliness, and the show might reach its comic potential.

We all know where the proof of the pudding lies, of course, and, to be fair, the children in the audience enjoyed it. But I departed feeling rather undernourished; frustrating, since this is a theatre that you so often leave fascinated, with your sides aching from over-indulgence.

Sarah Hemming

At Theatre Royal, Stratford East to January 28 (081-534-0310).

Back from the brink on Boxing Day: Steiger argues that 'fear motivates an actor'

INTERNATIONAL ARTS GUIDE

AMSTERDAM

CONCERTS
Het Concertgebouw Tel: (020) 671 8545

Philippe Herreweghe: with the Freiburger Barockorchester and the Collegium Vocale Gent conducts Bach at 8.15 pm; Dec 20, 22

BERLIN

CONCERTS
Philharmonie Tel: (030) 2548 8132

Berlin Philharmonic Orchestra: conducted by Sir Yehudi Menuhin, with soloist Leonid Gorokhov, plays Mozart, Tchaikovsky and Schubert at 8 pm; Dec 19, 20, 21, 30, 31 (5.15 pm)

OPERA/BALLET

Deutsche Oper Tel: (030) 3 41 92 49

Siegfried: by Wagner. Conductor Horst Stein, production by Götz Friedrich at 5.30 pm; Dec 27

Staatsoper Unter den Linden Tel: (030) 2 00 4782

Die Zauberflöte: by Mozart. Conductor Daniel Barenboim, production by August Everding at 7

FRANKFURT
GALLERIES

Schim Kunsthalle Tel: (069) 29 82 11

Asger Jorn - Retrospective: 167 works by the Danish painter. The fifth chapter in a series of presentations of postwar European artists.; to Feb 12

LONDON

CONCERTS

Barbican Tel: (071) 638 8891

LSO New Year Viennese Concerts: conducted by John Georgiadis, the music of Strauss in this traditional celebration of the New Year at 7.30 pm; Dec 31; Jan 1, 2

Royal Philharmonic Orchestra:

Christmas concert with conductor Owain Arwel Hughes at 7.30 pm; Dec 20, 26

Festival Hall Tel: (071) 928 8800

Johann Strauss Gal: the Johann Strauss Orchestra with director John Bradbury, soprano Marilyn Hill-Smith and the Johann Strauss Dancers

plays a programme of music by Strauss. First performance at 3.15 pm, then at 7.30 pm; Jan 1

OPERA/BALLET

Festival Hall Tel: (071) 928 8800

The Nutcracker: by Tchaikovsky. English National Ballet and its

Orchestra choreographed by Ben

Stevenson at 7.30 pm; from Dec 21 to Jan 2 (Not Sun)

ARTS

Manhattan Theatre Club Tel: (212) 581 1212

Love! Valour! Compassion!: latest

ROYAL OPERA HOUSE Tel: 071 340 4000

Cinderella: music by Prokofiev. Created by Frederick Ashton in 1948, this was the first full-length ballet by an English choreographer at 7.30 pm; Dec 23 (2 pm), 26 (2 pm), 27, 30, 31

The Sleeping Beauty: a new production of Tchaikovsky's ballet. Produced by Anthony Dowell, set designed by Maria Björnson at 7.30 pm; Dec 20 (2 pm), 21, 22, 28

THEATRE

Barbican Tel: (071) 638 8891

New England: World premiere of Richard Nelson's new play. No

performance 12-15th Dec., otherwise at 7.15 pm; to Dec 29

(Not Sun)

National, Lyttelton Tel: (071) 928 2252

Out of a House Walked a Man: by Dharini Kharris. A Royal National Theatre and Theatre de Complicite co-production of a collection of musical scenes by the Russian

absurdist writer at 7.30 pm; Dec 23, 26

The Children's Hour: by Lillian Hellman, directed by Howard Davies at 7.30 pm; Dec 19, 28, 29 (2.15 pm), 30, 31 (2.15 pm); Jan 2

Samuel Brittan

How to miss on the inflation target

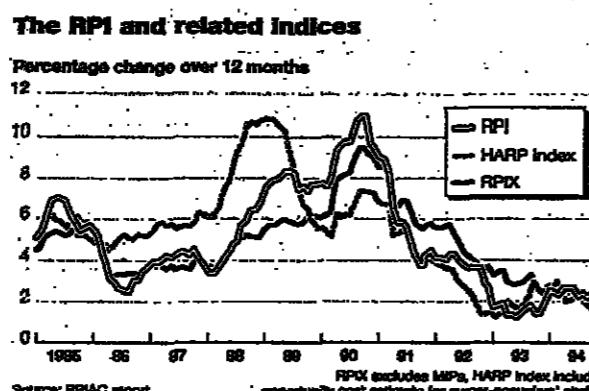


Last Thursday, another unnnamed official report was published, that of the Retail Prices Index Advisory Committee (on which I sit) on the treatment of owner-occupier housing costs. Because of the government's short-sighted policy of restricting copies of such documents, most journalists have seen only the press release. This covered merely the majority report which favoured continuing to measure homeowners' costs in the RPI by mortgage interest payments, but with a slight modification to include an element of home depreciation which makes hardly any difference.

The origins of the report, over which the committee toiled for 2½ years, was Whitehall's concern that using mortgage interest payments to measure home ownership costs had a perverse effect on public perceptions of inflation, the conduct of economic policy and the success of that policy.

The mechanism by which we shoot ourselves in the foot is straightforward. When governments worry about inflation, they sanction interest rate increases which feed back into the RPI. The result is worsening inflationary expectations, reduced confidence, and attempts at wage and price push by unions and employers. This leads to still greater inflationary worries, still more interest rate increases and still worse inflationary expectations. The vicious circle can be, and has been broken by sufficiently determined policy, but at an unnecessarily high cost in lost output and employment.

The committee majority believed that the job of the RPI was not merely to measure inflation but to provide an automatic adjustment for incomes, for instance in pay and benefits. In fact, the idea that everyone can contract out of the effects of a credit squeeze is sheer illusion, which simply postpones adjustments and makes their timing perverse.



As the committee sat, Whitehall seemed to get cold feet about reforming the RPI. Once it became clear that there was no one clear alternative measure of inflation, only a battery of indicators, some officials took fright lest negotiators should always go for the highest variant. But the need for such a battery is just a fact of life. The phoney inflation peak of nearly 9 per cent in 1990, when the economy was already entering recession and which did so much damage, was due not only to mortgage interest rates, but also to poll tax effects and the impact of a temporary oil price explosion before the Gulf war.

I am, however, inured to governments losing interest in their own original standpoint and I persevered with a minority report.

The root of the problem is that the previous method of estimating homeowners' costs by means of the equivalent rent for similar accommodation has not been available since the collapse of the market in private letting. There is no one perfect alternative and my own proposals are designed to enshrine and build on what has already been achieved in interpreting the RPI.

To start with the underlying rate, or RPDX, should now be given equal prominence to the headline RPI in official pronouncements. As a consequence, the headline RPI should cease to be the sole legal definition of the index. This is, in any case, the way the world is going. Price indices being developed

Mr Des Wilson, veteran campaigner for worthy causes, will this morning brave the ire of environmentalists by presenting the case for a fifth terminal at London's Heathrow airport.

Mr Wilson, who earlier this year became public affairs director of BAA, the airports group that owns Heathrow, will be backing up Sir John Egan, BAA's chief executive, and Sir Richard Rogers, the architect of the proposed 1900m terminal. They will unveil at a press conference they intend to make to what is expected to be one of the biggest public inquiries in the south-east of England.

The Department of the Environment says it has already received 5,000 letters about the proposed terminal, 95 per cent of which are hostile. As many as 3,000 of the objectors intend to address the inquiry when it starts next May.

The Airports Policy Consortium, representing 30 south of England local authorities of all political persuasions, will argue that the terminal should not be built. The objectors argue that Heathrow, which already handles 51m passengers a year, cannot grow any further without inflicting serious damage on the communities that live around it. The fifth terminal would increase the airport's capacity to 80m.

Mr Dermot Cox, a committee member of the Heathrow Association for the Control of Airport Noise, a pressure group, says: "Terminal Five sounds like just another terminal. It isn't. It's a whole new airport."

Given the strength of feeling against the proposed terminal, BAA's recruitment of the New Zealand-born Mr Wilson is a significant coup. The former campaign director of the UK Liberal Democrats founded Shelter, which champions the homeless, led the Campaign for Lead-Free Air, chaired the UK branch of the Friends of the Earth and is the author of books such as *Pressure, the A to Z of Campaigning in Britain*.

He says he is entirely comfortable in his new role. "Very few major projects involve as little environmental impact as this one," he says.

The terminal will be built on land mostly occupied by a sludge works between Heathrow's two main runways. Access to the terminal will be via a new station connected to the London Underground network, the proposed Heathrow Express rail link and a spur road from the M25 motorway.

Mr Cox expects passenger demand at Heathrow to grow by 3-4 per cent a year for the foreseeable future. If Heathrow fails to accommodate this growing demand, ambitious airports such as Frankfurt, Charles de Gaulle in Paris and Amsterdam's Schiphol will do instead.

The Airports Policy Consortium rejects these arguments.

Miss Frances Rudd, its planning officer, says: "With or without Terminal Five, Heathrow is still the world's leading international airport. I remain unconvinced that if Heathrow does not get Terminal Five, London will decline."

Instead of trying to accommodate ever-increasing demand on the congested west side of London, the consortium believes BAA should be promoting development to the east of the capital, which, it argues, is in line with government policy for regenerating the East Thames corridor.

The consortium says that, instead of building Terminal Five, BAA should promote the development of Stansted airport in Essex, which has good rail links to the City of London. In contrast to the bustle at Heathrow, Stansted appears

Swelling hubbub over Heathrow

Michael Skapinker analyses the debate over plans for a fifth terminal at the UK airport

The M25 will not have to be widened to accommodate the additional traffic, BAA says. With new rail links it adds 45 per cent of travellers to and from Heathrow will use public transport by 2016, compared with 36 per cent today.

BAA insists that there will be no increase in night flights if the new terminal is built. Nor will the group need to build a third runway to handle the increased air traffic. With a rise in the average number of passengers per aircraft, BAA says Heathrow's two existing runways can handle the increase in flights expected in future years.

The company says it needs the terminal to maintain Heathrow's position as the world's leading international airport, which in turn underpins London's position as one of the most important financial and business centres.

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The consortium says that, instead of building Terminal Five, BAA should promote the development of Stansted airport in Essex, which has good rail links to the City of London. In contrast to the bustle at Heathrow, Stansted appears

empty, with only 3.2m passengers a year.

For the anti-noise campaign, Mr Cox, a market researcher who has lived near Heathrow since he was a child, says that he does not see how the airport can operate the fifth terminal without a third runway.

The existing runways are already heavily utilised. According to Mr Cox, BAA's argument that it can handle the additional traffic using just two runways appears to be based on a firm conviction that larger aircraft will be built over the next few years. "Their case is that we are going to have these super Jumbos taking 600 or 800 people. But they don't exist. People are talking about it, but it is still very early."

Mr Cox says that, even with the current level of aircraft traffic, life is difficult for those who live near Heathrow. He concedes that people who choose to live near an international airport must expect a certain amount of noise, but he argues that they should not have to suffer being woken at 4am by overhead flights.

Mr Cox says: "In Kew Gardens, a favourite haunt of his, are ruined by the sound of aircraft. 'Kew Gardens advertises itself as a haven of peace and tranquillity. If we aren't a friend of Kew Gardens, I would refer them to the Advertising Standards Authority,'" he says.

Mr Wilson counters that making greater use of Stansted or London's Gatwick airport would not reduce the need for Terminal Five. Even if Stansted and Gatwick were used to

full capacity, there would still be excess demand from airlines wanting to fly into London.

In any event, Mr Wilson argues, 30 per cent of Heathrow's passengers use the airport to change to other aircraft. If these transfer passengers were denied the use of Heathrow, many would not use Stansted. They would change flights in Paris, Frankfurt or Amsterdam, he says.

However hard BAA markets Stansted or Gatwick, international air passengers insist on using Heathrow. "Heathrow has a choice of airlines, flights and destinations unmatched anywhere in the world. We are simply reflecting what the industry wants," he says.

BAA also rejects the view that new, large aircraft are essential to operate without a third runway. Aircraft using Heathrow currently carry an average of 126 passengers each and use the two runways to 92 per cent of their capacity. If by 2016, with Terminal Five built, the two runways are used to 92 per cent of their capacity, aircraft will have to carry 177 passengers per aircraft. A Boeing 747-400 already carries 400.

BAA says that the number of Heathrow neighbours affected by noise has been falling, because newer aircraft are quieter. In 1978, 1.5m people were affected by high levels of noise. Today, the figure is 500,000. By 2016, the figure will fall to 225,000 if Terminal Five is not built, and 233,000 if it is.

Today Mr Wilson will present an opinion poll showing that over half the residents near Heathrow support Terminal Five and that they are more worried by traffic, litter and crime than by aircraft noise. He says: "We will show that 73 per cent of people within a 5-mile radius of Heathrow haven't been woken once by aircraft noise in the past year."

The anti-Terminal Five campaigners will no doubt point out that BAA's figures mean that more than one in four people living near Heathrow have been woken by low-flying aircraft over the past year.

Mr Wilson accepts that BAA's opponents have genuine concerns. In the end, however, the government will have to make a choice based on the interests of the UK and London, he says. "It's a test of whether this country is capable of taking long-term decisions or whether short-term responses to a minority will prevail."

LETTERS TO THE EDITOR

Number One Southwark Bridge, London SE1 9HL

Fax 071 873 5938. Letters transmitted should be clearly typed and not hand written. Please set fax for finest resolution

Favourable tax regime

From Mr Harry L Freeman

Sir, Your lead concerning choice of a leader for the World Trade Organisation (December 8) is right on the mark. As important as the agreements reached in the Uruguay Round are to the future of world trade, so is the choice of the first leader of the WTO and the launch of this new entity. For those of us who worked on the round for years, it would be frustrating to see all of the efforts made to reach a broad and strong agreement frustrated by a poor leadership choice and/or an unproductive confrontation over the nature of the WTO at its outset.

Some 230,000 people are employed in manufacturing industry in Ireland, of whom some 90,000 are employees of foreign-owned industrial enterprises. These companies are attracted by a favourable corporation tax regime and the European Union's youngest and best educated workforce. The same features attract companies to the centre.

Your correspondent should be aware that the European Commission is not in the business of approving tax havens and that its decision vindicates how the centre has evolved over the past seven years. Torlach Denihan, director, Financial Services Industry Association, 34-36 Lower Baggott Street, Dublin 2, Ireland

The right person to lead WTO

From Mr Torlach Denihan

Sir, Your article, "Boost for Dublin's tax haven" (December 8), reporting the decision of the European Commission to extend the marketing deadline for Dublin's International Financial Services Centre, refers to the centre as a "tax haven". Such pejorative language is totally inappropriate. The rate of corporation tax on the profits of companies in the International Financial Services Centre is 10 per cent exactly, the same rate as the profits of manufacturing companies in Ireland.

You make a very critical point in how governments

should make their choices as to the WTO head - namely, that each candidate should be judged (among other important criteria) on his ability to draw support beyond his natural constituency.

Thus, your point that Mr Renato Ruggiero - Italian former trade minister and the EU's official candidate should be judged, among other criteria, on his support from such areas as Latin America and Asia. His support now is largely from the EU and countries closely tied to it.

Similarly, it would follow that Mr Carlos Salinas, former Mexican president, must draw significant support from countries outside the western hemisphere; and that Mr Kim

Chul-su, South Korea trade minister, should be more than an Asian candidate.

Your approach is meritocratic and should help select a candidate based on ability. My own favourite, Mr Salinas, I would concede, must draw significant support from such areas as Africa, the Asian sub-continent and Australasia, rather than being solely a western hemisphere candidate. I believe he can do so as, at least in my judgment, the best candidate for this position at this time.

Harry L Freeman, president, The Freeman Company, 3208 Dorset Avenue, Chevy Chase, Maryland 20815, US

Motorway toll rationale

From Mr Andrew J Walker

Sir, I agree that motorway tolls present a huge political problem for a government (Personal View, December 14), but comparisons with motorway tolls in France are invalid. Distances between French cities are such that switching to non-toll roads could lengthen journeys times by many hours, if not days: in contrast, the use of motorways is principally free of tolls on the same model, as the M25 would remain free.

The French do have a viable alternative to motorways: the TGV, which is ideally suited to

the long inter-city distances in France.

If the UK government were serious about the environment, it would use the money raised in motorway tolls, fuel taxes, etc, to invest directly in an advanced, non-car transport infrastructure designed to meet Britain's travel needs of the 21st century. Any other rationale for introducing motorway tolls would simply be another tax on people who need to travel from A to B.

Andrew J Walker, M&S de Massier, 32300 Vienne, France

Perverse

From Ms Fiona Brown

Sir, Would you buy an advertising campaign for your company from an advertising company which did not understand the value of a company name ("Saschi chairman forced to quit by US shareholders", December 17)? In 20 years Saschi has built an enviable worldwide profile attractive to both clients and investors. Anonymity would seem a rather perverse corporate move, but very attractive to the competition.

Fiona Brown, Chatto, International House, 59 Compton Road, London N1

Unwise to lower ceiling of target range for UK prices

From Dr Peter Westaway

Sir, Your editorial, "A new target for inflation" (December 13), suggested a number of modifications to the framework for monetary policy relating in particular to the inflation target. You rightly focus on the question of how to acquire the credibility for this target which, judging by prevailing interest rate expectations and most inflation forecasts, has not yet been fully achieved.

Since the RPDX inflation rate is currently higher than that of the RPI, I cannot believe that a move to a target which is now easier to hit is likely to enhance credibility, although eventually a move to the RPI definition may be sensible.

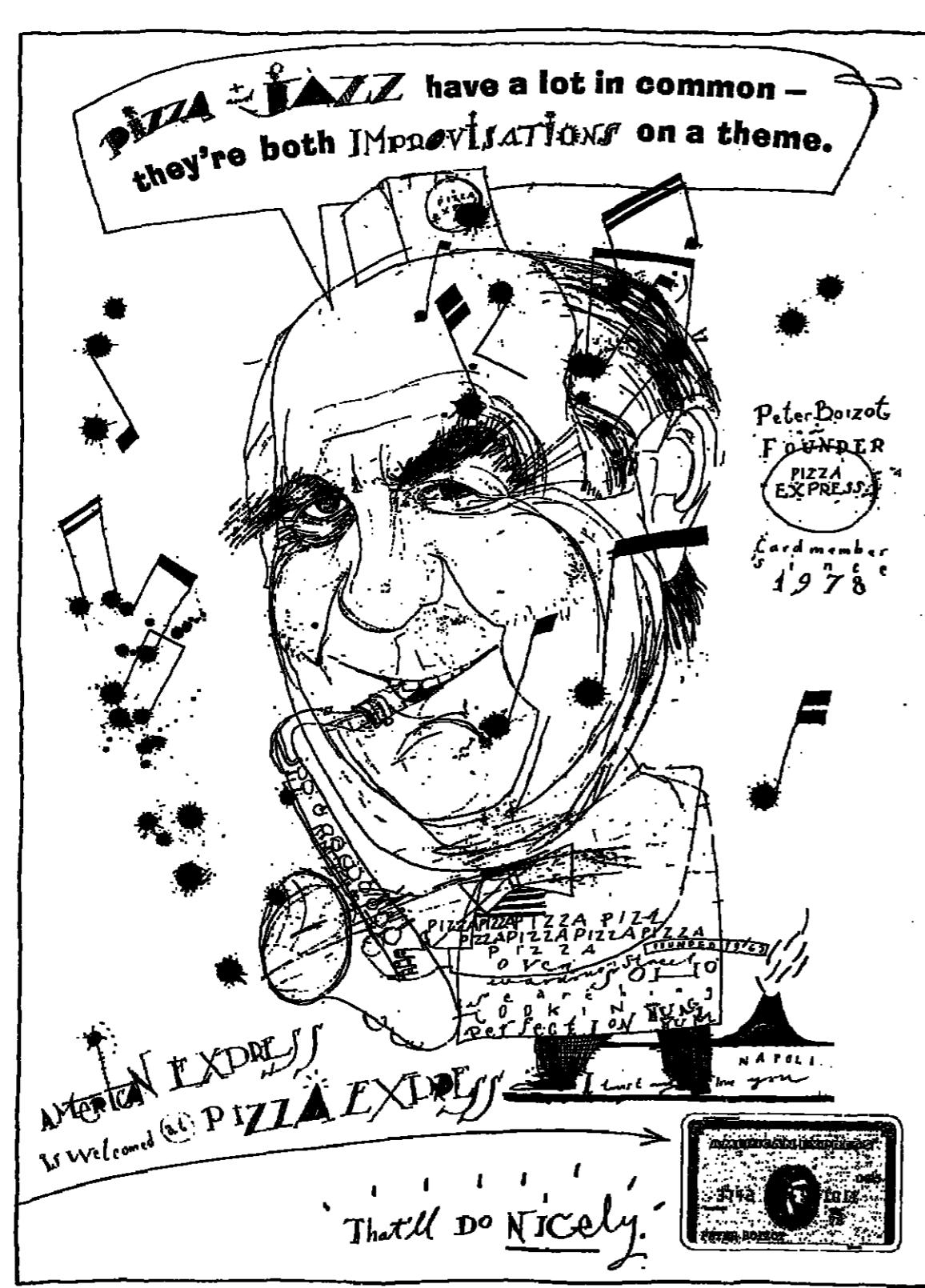
Given that many forecasts, including our own at the National Institute, would have inflation rising above 3 per cent in the next two years, it would seem unwise to advise a lowering of the ceiling of the target range to 3 per cent.

Even if the central forecast for inflation were to remain below this level, we live in an uncertain world where discretion needs to be the better part of valour. The tighter the inflation target, the more likely it is that some unexpected occurrence may cause the target range to be violated. Or even for unacceptably high output costs to be paid to keep the target range intact. In such circumstances, the actual Treasury-Bank strategy of "talking down" inflation into the lower half of the range while maintaining the original range of 1-4 per cent may actually be rather prudent.

Importantly, as you emphasise, the question of any future administration's commitment to an inflation target has a crucial bearing on the long-term credibility of anti-inflationary policy and can even influence its current effectiveness. There now seems to be cross-party agreement on the role of monetary policy in achieving low inflation. One possible area of confusion may arise, however, with the Labour party's stated intention to a target for growth. If this means that monetary policy will be actively used to raise gross

domestic product above its "natural level", then inflation can indeed be expected to be higher. Alternatively, if the growth target means that supply side policies will be adopted in an attempt to increase the long-run growth rate endogenously, to use a much maligned but ultimately rather important expression, then the effects on inflation are much less certain and may even be beneficial.

I echo your call for clarity on all sides. Peter Westaway, senior research fellow, National Institute of Economic and Social Research, 2 Dean Trench Street, Smith Square, London SW1P 3HE



FINANCIAL TIMES

Number One Southwark Bridge, London SE1 9HL
Tel: 071-873 3000 Telex: 922186 Fax: 071-407 5700
Monday December 19 1994

Evading US fiscal reality

US politicians have spent the weeks since the congressional elections "learning the lessons" of the Republicans' victory. Most now believe they must promise the voters a dubious fiscal cocktail in the years ahead. The US is not the only country in which economic realities seem increasingly at odds with political ones. Few, however, can boast such a powerful consensus in favour of ignoring the first.

The post-November strategy which Mr Clinton finally unveiled last Thursday centres around middle-class tax cuts and departmental downsizing. He pledged to "be straight with the American people" about the real consequences of these budgetary decisions. On paper, at least, the plan does add up rather better than many of the competing proposals currently on offer on Capitol Hill. But none paints an honest picture of the economic realities facing the US in the short and medium term.

Mr Clinton offered tax cuts for "middle-income" households worth about \$50bn over five years. He observed the post-November rules of the game by promising to offset these with cuts in discretionary government spending, rather than tampering with federal benefits to individuals ("entitlements") or raising other tax revenues. As many remarked, the speech echoed many a latter-day Republican theme as well as some of his 1992 election campaign. Characteristically, he aimed to please everyone and so, perhaps, pleased relatively few. Certainly there was little to prompt either Republicans or Democrats to forgo their more ambitious tax-cutting gambits when passing next year's budget.

Reform package

It is to Mr Clinton's credit that he merely echoed these proposals, many of which were on show last week, rather than trying to outbid them. But a more courageous president would have picked another model altogether for his efforts, namely the ambitious fiscal reform package put forward a few days earlier by Senators Robert Kerrey and John Danforth.

The Senators' plans are unique in admitting that neither tax cuts nor an unchanged system of entitlements is consistent with long-term US fiscal stability. The

federal budget deficit will begin to rise again in 1995. Interest payments and social benefits will, on the basis of current commitments, consume nearly three-quarters of all federal revenues by 2003, and 100 per cent 10 years later. By 2020, total federal expenditures are projected to exceed 37 per cent of GDP, compared with just 22 per cent today. If policies remain unchanged, by then this year's modest \$22bn surplus of Social Security tax revenues over outlays would have turned into an annual deficit of over \$400bn. It should go without saying that this will not happen. The only question is when, and how, it will be stopped.

Small steps

Messrs Kerrey and Danforth proposed a few measures to stop the rot, such as gradually raising the retirement age from 65 to 70 and means-testing some benefits, fewer than a fifth of which go to poor households. Mr Clinton was not alone in finding these and other measures unthinkable. None of the other members of the commission on entitlement reform – chaired by Mr Kerrey – could stomach them either. It broke up agreeing on only the need for fundamental reform, and some minor, though useful, changes in the procedure for assessing the budget.

Mr Clinton's 1993 deficit reduction package included some very small steps towards lowering benefits for wealthy households. With the recovery entering a buoyant fifth year of recovery, the short-term case for further retrenchment is now even stronger. Meanwhile, the Republicans claim that their corporate and individual tax cuts would be accompanied by enough spending cuts to be consistent with further deficit reduction. Yet they hope to reverse even Mr Clinton's modest 1993 changes to entitlements.

The president was right on Thursday to admit, implicitly at least, that the budget would never be balanced without benefit changes at least as ambitious as the Kerrey-Danforth programme. He may also be right in thinking that endorsing the latter would be political suicide in the current US climate. In the long run, however, voters are unlikely to reward either Mr Clinton or Congress for suggesting that this type of reform could painlessly be deferred.

Tougher rules for pensions

How much more secure will members of the UK's occupational pension schemes be if the Pensions Bill, published last Friday, is enacted as proposed? That is the test, given the Bill's origins in the report of the Goode Committee, which was set up in the immediate aftermath of the Maxwell pension scheme outrages.

Many of the Goode recommendations have been adopted. For instance, active scheme members will be entitled to appoint a third of the trustees; an Occupational Pensions Regulatory Authority, albeit of a rather passive kind, will be set up; and a new Pensions Compensation Board will be able to levy other schemes and compensate victims when a scheme fails to meet its liabilities due to misappropriation of assets and the bankruptcy of the employer.

But the minimum solvency requirement that formed an important part of the Goode proposals has been significantly watered down. Under pressure from companies, the valuation basis has been altered to permit a greater emphasis on the assumed higher return on equities rather than government bonds, and more time will be allowed for schemes to correct solvency crises.

Moreover there is no sign yet that the government will issue the special indexed securities which the Goode Committee requested should be made available to schemes winding up, so that they could economically secure their future pensions liabilities.

Highlighted

The problems were highlighted by the receivership of shipbuilder Swan Hunter. Although this 250m scheme was regarded as solvent by its actuaries, and was sufficiently well-funded to have complied with the proposed minimum solvency requirement, the trustees announced in September that not all the pension benefits could be met, with some being reduced by as much as 40 per cent.

Essentially this kind of problem arises because smaller schemes cannot be run economically as closed funds when the employer goes bankrupt, or for other reasons decided not to continue the scheme. The assumed high long-term investment returns are replaced by much lower interest

rates when liabilities are transferred to life assurance companies.

Some in the actuarial profession are worried that a so-called minimum solvency test will prove seriously misleading and will imply a degree of security for future pension rights that in reality does not exist. It is also worth pointing out that Mirror Group pensioners would not have benefited from a compensation scheme of the type planned, because their employer continued to trade.

Serious deficiency

Other Maxwell companies did fail, of course, and their pensioners would have been able to claim. Fraud is not always as clear-cut as in the Maxwell example, however. Many cases of serious deficiency arise because of imprudent investment or a desire by the trustees to help the sponsoring company through a crisis by deferring contributions or even by buying assets such as property. The presence of member trustees with jobs at stake will not necessarily reduce these risks.

The question is whether the other measures, such as the imposition of a duty on auditors and actuaries to inform the regulator about apparent irregularities, will make an important difference. Certainly there are powerful threats of fines or imprisonment when trustees break rules.

In many cases these provisions seem likely to be effective. No one can rule out the possibility of rogues misappropriating pension scheme assets in future, especially among smaller companies, but at least a safety net will exist for these serious abuses.

The bigger problem may well be whether the reasonable expectations of scheme members will be met when the sponsoring companies get into trouble. To insist on complete security would be to impose much higher funding costs on all companies with final salary-linked schemes, for the sake of the small proportion of future problem cases. But should not scheme members be made aware that they are carrying a residual risk?

The Pensions Bill represents a clear improvement over what has applied before. But there is a danger that it will generate an expectation gap that will haunt politicians in the future.

One of the world's longest and tensest diplomatic poker games is nearing a climax. As negotiators on China's application to rejoin the General Agreement on Tariffs and Trade prepare to leave Geneva for the Christmas holidays at the end of this week, the time has come for both to be called.

How the game is played out in the next few days may determine whether a formula can be found for China's orderly integration into the multilateral trade system – or whether Beijing carries out its repeated threats to walk away from the bargaining table and pursue go-it-alone economic policies.

Either way, the stakes are momentous. With a quarter of the world's population and one of its fastest growing economies, China is already a magnet to foreign exporters and investors. On recent trends, it may overtake the US to become the world's biggest economic powerhouse before the middle of the next century.

China's erratic pace of reform, often chaotic business conditions and continued adherence to many of the practices of a command economy will not be easy to align with multilateral trade rules and disciplines. The task threatens to impose serious strains on the Gatt and its successor, the World Trade Organisation, which will be established at the start of next year.

But it is widely accepted that keeping China out of the WTO would be even worse, and could turn the country into an international rogue elephant. Paraphrasing former US President Lyndon Johnson, one trade negotiator says: "The choice is between having China inside the tent splitting out, or outside splitting in."

Talks on the resumption of China's Gatt membership, which it unilaterally suspended after the communist revolution in 1949, have been under way sporadically for almost eight years. But Beijing has recently raised the stakes to new levels by setting a deadline for their completion.

Mr Long Yong-tu, China's chief negotiator, has told Gatt members that unless a "substantive" agreement is reached by the end of the year, his government will offer no further concessions and will not restart to restart talks. Indeed, he is reported to have said that Beijing might even start closing its market to western exporters.

The heightened sense of urgency has encouraged Mr Pierre-Louis Gardiner, chairman of the Gatt working party dealing with China's application to order its members to pull out all the stops in an effort to have a formal accession protocol ready by the end of the year.

However, by all accounts the

High-risk strategy in global game

Talks on China's application to rejoin Gatt are nearing a climax, write Guy de Jonquieres and Frances Williams

talks are still proceeding at a snail's pace, and most negotiators see little chance of a last-minute breakthrough.

"I've seen miracles happen in Geneva before," says one. "But I don't expect one this time. There is just so much work left to do."

If that forecast proves correct, Beijing will confront a dilemma. Though it has not totally ruled out an extension of talks into next year, saying it would be ready to discuss "technical" issues, it will be hard put to dress up results so far as the "substantive" deal in which it has invested so much political prestige.

What China would do then is anybody's guess. Some observers in Geneva fear it might succumb to pressure from hardliners to abandon the membership talks, on the grounds that foreign exporters and investors are so desperate to participate in the country's economy that it has nothing to lose.

Mr Booth Gardner, the US ambassador to Gatt, is more sanguine. "I don't think China's threat to pull out is a bluff," he says. "But as long as their negotiators can return to Beijing saying some progress is being made, they will stay in the game."

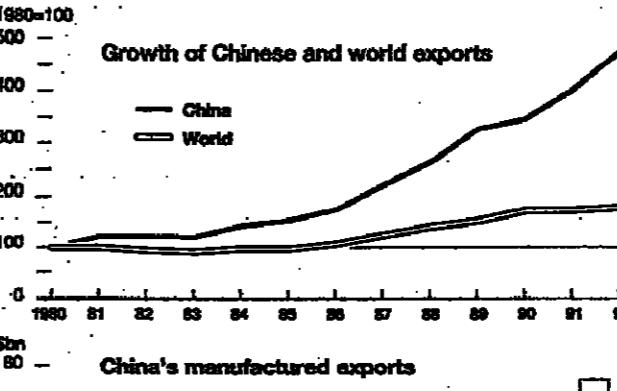
Mr Jeffrey Garten, US under-secretary of commerce for international trade, believes Beijing's economic self-interest will prevail over political pique. China's failure to enter the WTO, he argues, could damage international confidence in its economy and scare away much-needed foreign investment. "I am optimistic that in the end our differences will be worked out," he says.

But even if breakdown is averted, stubborn obstacles remain. It is also not clear that the protagonists in the talks will enjoy any increased room for manoeuvre.

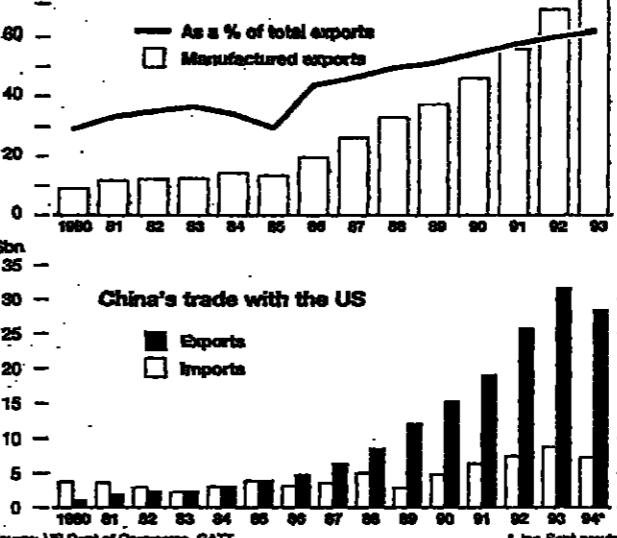
China's negotiating position is widely thought to be constrained by a looming leadership struggle, which has caused even economic reformers to take a hard line. Some western observers say China's negotiators in Geneva recognise they must offer more concessions, but they have failed to win the authority to do so.

Beijing, in turn, blames the slow progress on unreasonable demands by Washington. The US, which has

Trade with China: much at stake



China's manufactured exports



Source: US Dept of Commerce, GATT

taken the lead in the negotiations, has said it wants China to join the WTO, but has made clear its determination to strike a hard bargain.

The Clinton administration is under strong domestic pressure to stick to its guns. After a humiliating retreat this year from its threat to deprive China's exports of Most Favoured Nation status over human rights, any further signs of weakness would provide powerful political ammunition to the new Republican-controlled Congress.

US business leaders argue strongly that the WTO accession

talks are the last chance to exact trade concessions from China, after China's admission to the WTO will come down to a political judgment. It will turn on an assessment of whether Beijing will live up to its commitments – or whether it will wreak havoc by blithely disregarding the rules.

That is a question to which nobody in Geneva pretends to have the answer. Even those who argue strongly that China's WTO admission is essential for global economic reasons admit that it is a high-risk strategy.

"The real nightmare," says one, "would be to have China inside the tent, spitting in."

of governments have started to find fault with Beijing.

One reason is China's demand that it join the WTO on terms more generous than those enjoyed by developing countries in the Gatt. As well as angering many developing countries, there are fears that meeting this demand could set an undesirable precedent for the membership negotiations under way with Russia and other former communist states.

Some industrialised countries would be ready to allow China to subscribe initially only to a set of core WTO obligations, and adopt the rest according to an agreed timetable, provided Beijing made reasonable bilateral offers on market access for their goods and services.

However, western negotiators say Beijing's offers to date have been meagre, lacking in clarity and hedged with restrictions. For instance, it is said still to be balking at basic commitments on regulations governing imports and foreign exchange, and wants to limit foreign banking rights to about 20 cities.

So unyielding has Beijing's position been that some Gatt members are starting to wonder whether it really understands what is at stake in the negotiations. "We are like ships that pass in the night," says a western diplomat.

A negotiator from a developing country puts the point more bluntly: "China seems to think it is dealing with the United Nations, where everything consists of grand political posturing. It has yet to recognise that Gatt is all about negotiating on detailed, specific and concrete issues."

On this view, Beijing needs to undergo a fundamental change in psychology. But even if the talks continue beyond the end of this month, it has little time left to do so. Many Gatt members say that, in the absence of any breakthroughs, it would be impractical to drag them out beyond next summer.

However, they also admit privately that whatever progress is achieved, the final decision on China's admission to the WTO will come down to a political judgment. It will turn on an assessment of whether Beijing will live up to its commitments – or whether it will wreak havoc by blithely disregarding the rules.

That is a question to which nobody in Geneva pretends to have the answer. Even those who argue strongly that China's WTO admission is essential for global economic reasons admit that it is a high-risk strategy.

"The real nightmare," says one, "would be to have China inside the tent, spitting in."

Why Bill signed Newt's contract



MICHAEL PROWSE
on
AMERICA

Nothing better illustrates the shift in political power in Washington than Bill Clinton's address to the nation last week. Instead of wrestling the political initiative from Republicans, Clinton in effect admitted that he had erred and promised to mend his ways. The defining features of the first two years of his presidency were dropped. Deficit reduction became a dead letter, as did fond hopes of expanding the government's role in healthcare and worker training. The new policy objectives are frankly Reaganesque: to reduce the burden of taxation and get government off people's backs.

Clinton's "bill of rights" (an absurd misuse of language) consists of a raft of proposed tax breaks for "middle class" families (America can't afford for anybody who is neither poor nor affluent) estimated to cost \$50bn over five years. It includes child tax credits, deductions for college and vocational education, and concessions on retirement saving. The White House swears it will be paid for by cutting the federal bureaucracy and freezing domestic spending, but it has yet to produce the details.

As tax policy, the Clinton proposal is little short of disastrous. In

the increased deductions for children championed by Republicans can perhaps be defended on the grounds that the tax system has become less generous toward children in recent decades. But the new element in the Clinton scheme – a tax break for post-secondary education – represents a damaging (and potentially expensive) retreat from fiscal neutrality. Instead of introducing extra fiscal concessions, the US needs to build on the achievements of the bipartisan 1986 tax act by broadening the base further and cutting marginal rates.

But close analysis of the Clinton plan is a waste of energy. The crucial point to remember is that Democrats no longer control the congressional budget machinery. Republicans will be contemptuous of Clinton's fiscal proposals as Democrats were of the Reagan and Bush budgets in the 1980s.

Before Clinton spoke, senior Republicans were already calling for much larger tax cuts. Senator Phil Gramm of Texas, a likely presidential contender in 1996, wants to double the dependent exemption for children, a measure that would cost \$124bn over five years. There is thus no point worrying whether the Clinton proposals would increase the deficit; the fiscally-relevant

question is whether Republicans will cut spending sufficiently to offset their proposed tax cuts.

I am cautiously optimistic that they will, although I would not blame bond investors for remaining sceptical. To believe that tax cuts will mean higher deficits, just because they did in the 1980s, is to fail to grasp the changing nature of US politics. Tax cuts used to mean higher deficits largely because the Democrats who controlled the House of Representatives passionately opposed deep cuts in domestic spending. Reagan was thus forced to the argument runs, they too will feel the voters' wrath.

There is obviously something in this argument. The rapid productivity growth of the immediate post-war decades has not yet been re-established and real wages are consequently rising slowly for many groups. Yet it was absurd of Clinton to talk of Americans "hurting", as though the economy were

still mired in recession. More than 5m jobs have been created since he took office. The unemployment rate is down to 5.5 per cent. Gross private investment is up nearly 30 per cent. Vehicle and new home sales are up about 20 per cent and running close to the peak levels of the 1980s. People who feel economically insecure do not spend this readily.

The election results thus almost certainly reflect a deeper-seated ideological shift. Times really are changing. A couple of generations after Franklin Roosevelt's "New Deal", Americans have finally lost confidence in the ability of government to solve problems.

Think of the hardening of attitudes on welfare: the majority view now is that strict time limits should be placed on benefits. Think of the healthcare debate: as soon as the Clinton plan was perceived as a government takeover of private provision, it was doomed. Think of the desire to curb politicians' powers: 22 states have passed legislation limiting the terms of elected representatives. Speaker-elect Newt Gingrich may be the *deus ex machina* of Washington intellectuals. But they, not he, are the aberr

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MARKETS THIS WEEK

TONY JACKSON: GLOBAL INVESTOR

Next month, Republicans will seek to amend the US constitution to make it illegal for the government to borrow money. What would a world without Treasury bonds actually look like? Page 18

MARTIN WOLF: ECONOMIC EYE

Do you expect future generations to pay you a good pension over decades of secure retirement? If you do, you must also believe in Father Christmas. It would be better to start saving more instead. Page 18



BONDS:

For investors in the Nordic government bond markets, this has been a year of uncertainties. Meanwhile, November was a bad month for junk bonds, which lost more than 2 per cent of their value. Page 20

EQUITIES:

In New York, the market has zig-zagged as investors tried to guess whether the Federal Reserve would raise interest rates again in December. However, the news of merger talks between S. G. Warburg and Morgan Stanley and that Trafalgar House was considering a bid for Northern Securities, plus widespread expectations of other big bids in the market, dispelled much of the recent gloom in UK equities. Page 19

EMERGING MARKETS:

New share issues, privatisations, the arrival of foreign investment funds, and the reform of the bourse's organisation have transformed the Casablanca stock exchange in less than two years. Page 19

CURRENCIES:

Meetings of the Federal Open Market Committee tomorrow, and the Bundesbank council on Thursday, offer foreign exchanges their best possibility of excitement in the final days of 1994. Page 19

COMMODITIES:

Seasonal spirit among the world's gold traders could later this week by an "arithmetical sword of Damocles" hanging over their market. Page 18

INTERNATIONAL COMPANIES:

The board of Credito Romagnolo (Folio), the Bologna-based commercial bank, has accepted the L3,300m (\$2bn) offer from its new suitor, the consortium led by Cariplo, Italy's biggest savings bank. Page 17

UK COMPANIES:

With less than 24 hours before its banking facilities expire, Stanhope, the property developer, was last night making last ditch efforts to stave off receivership. Page 16

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FINANCIAL TIMES COMPANIES & MARKETS

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Monday December 19 1994

Rolls-Royce in BMW supply deal

By John Griffiths in London

Rolls-Royce Motor Cars, Vickers' luxury cars subsidiary, will this morning announce an agreement under which BMW of Germany will supply components and technology to help cut the cost to Rolls-Royce of producing its next generation of models.

Rolls-Royce last night declined to give details of what has been agreed after nearly a year of negotiations with BMW and Mercedes. However, it is understood that BMW will supply Rolls-Royce with

one of the most fundamental of its needs - a modern V12 engine to replace Rolls-Royce's V8 power unit.

Mercedes and BMW produce these units and have been anxious to supply them to Rolls-Royce because of the increased economies of scale. Neither Mercedes nor BMW produce more than 10,000 of these engines a year. Rolls-Royce's current annual car output is below 2,000 as a result of recession in some of its main markets, but production in the past has exceeded 3,000 a year. With BMW's help, Rolls-Royce plans to introduce new saloon cars and broaden

its model range, including the launch of a coupé codenamed Java.

There has been persistent media speculation of a "race" between Mercedes and BMW to become Rolls-Royce's long-term partner, with joint car development and a possible equity stake - or even outright purchase - touted as the intended outcome.

However Mr Peter Ward, Rolls-Royce chairman and chief executive, has said that the company is seeking only components and technical collaboration and that there is no reason why Rolls would not

seek similar deals with other potential suppliers, including Mercedes.

BMW, which bought the UK's Rover group at the beginning of this year, already has a relationship with Rolls-Royce because it supplies several electronic systems, and through Rover, body panels. Exploratory talks with Vickers two years ago about the possible purchase of Rolls-Royce were discontinued and Sir Colin Chandler, Vickers' chief executive, has recently stated that Rolls-Royce is not for sale in the foreseeable future.

Trafalgar may bid for power group today

By Michael Smith in London

Trafalgar House executives were meeting advisers last night and expectations that the UK conglomerate will launch a bid this week, possibly today, today for Northern Electric, the UK regional power company.

However with final decision still to be taken late in the evening, it was still possible that the conglomerate would wait until the New Year to bid.

Any takeover attempt will be fiercely contested by Northern Electric and will probably face a powerful political lobby in the north-east of England where the company is based.

If the attempt goes ahead today, Trafalgar is expected to pitch its opening offer at a relatively low premium to the 985p share price at the close of business on Friday, when the company was valued at about £1.1bn (\$1.5bn).

It is likely that Trafalgar will leave the publication of a formal offer document and the opening price until the new year.

Last week the government said it would not waive its "golden share" in each of the 12 regional electricity companies before the end of March. This effectively ruled out the completion of a deal before then.

Trafalgar is likely to offer Northern shareholders either cash or convertible preference shares. Hongkong Land, the Jardine Matheson arm which owns 26 per cent of Trafalgar, is likely to underwrite some of the issue.

Trafalgar last week reported a pre-tax profit of £45.6m for 1993-94, against a loss of £247m the previous year. Northern on Monday announced a 20.5 per cent rise in interim pre-tax profits to £63.4m.

The 20 per cent dividend increase was one of the highest reported by regional electricity companies in the current results season.

Trafalgar is thought to be undecided about the fate of Northern's management should its takeover attempt succeed. Trafalgar's potential bid has intensified speculation that the structure of the electricity industry will be transformed in the next few years either by more takeovers or friendly mergers.

It is also possible that other companies will enter the fray for Northern. Hanson and Tomkins have been suggested as candidates.

John Gapper reports on the aftermath of collapsed merger with Morgan Stanley

Warburg attempts to rebuild character



'We think we were right to pursue the opportunity of a merger in a way that was constructive, imaginative and responsible. It was not born out of dire need'

Sir David Scholey, chairman of S.G. Warburg

with the failed merger. Sir David insists that all the firm's directors were involved, and no such sacrifice is called for.

"We think we were entirely right to pursue the opportunity of a merger in a way that was constructive, imaginative, and thoroughly responsible. It was not a move that was born out of dire need," he says. He talks of the inevitable risk of trying to do something "radical and bold".

The attempt broke down within days of the news leaking, and the two banks having to issue a statement that they were

in talks. Warburg has been blamed for the disclosure, but Sir David says that executives wanted to involve as many employees as possible, even at the risk of a leak.

"We took a very positive view that we were not going to do this the Salomon Brothers/Phillips Brothers way [when the US investment banks merged] - asking everyone to a country club on Saturday and locking them up until they accepted that it was going to happen on Sunday."

But the collapse leaves Warburg's management with several

challenges: the need to restore the confidence of staff, to convince outsiders that Warburg can continue as an independent institution, and to ensure that it can re-establish a harmonious relationship with MAM.

Sir David accepts that staff are bound to question what went wrong. "Could the management have handled it better? That is the question they are asking, and how we all respond and react to that in the hours and days and weeks ahead will be an important test for us." He insists that there is no need for Warburg to panic.

Talks of the merger collapse being "very edifying and stimulating, as if we react in the right way, as one's grandfather might say, it will be character-building". But convincing Warburg's employees and observers that it can carry on alone will take all of Sir David's grandfatherly qualities.

This week and next: Company news

BULL

France outlines final stage of sale process

The French government will this week inform those companies that have made preliminary bids for a stake in Groupe Bull whether they can go on to examine the books of the state-controlled computer company to make a final offer by mid-February.

The industry ministry has said that it has been decided after all not to announce a shortlist by Christmas of companies "pre-selected" for the final stage of the operation. It indicated that some companies had wanted to keep their interest in Bull confidential, and the government would respect this.

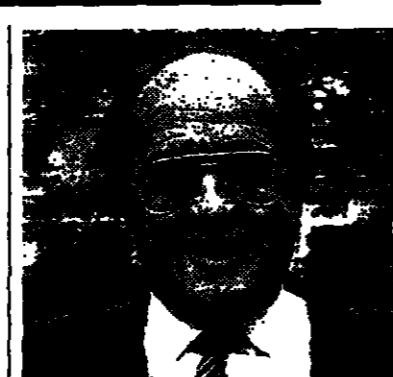
By contrast, Quadral, a French electronics company, has said it made a bid, which is reported to be in the form of a joint offer with AT&T of the US, while NEC of Japan has shown interest in increasing its existing 4.34 per cent stake in Bull.

The industry ministry said that from now until mid-February it would be up to the companies concerned to reveal their interest in Bull if they wanted to.

According to some sources, the Bull privatisation has drawn interest from several non-Japanese Asian groups such as Samsung of South Korea and Acer of Taiwan.

The government wants to reduce its 76 per cent stake in Bull, headed by chairman Jean-Marie Descarpentries (pictured above right), to a minority holding by next spring. But, given that Bull is still losing money - though on a reduced scale - the government is seeking privatisation through the formation of industrial partnerships rather than a public offer for sale.

It has said it is looking either for a majority shareholder or several important shareholders each taking at least 10 per cent of the capital. It has equally said that new partners could subscribe new capital, so diluting the state's stake, or they could buy shares off the state.



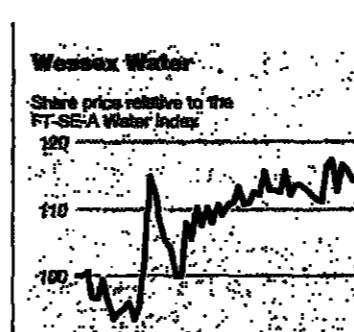
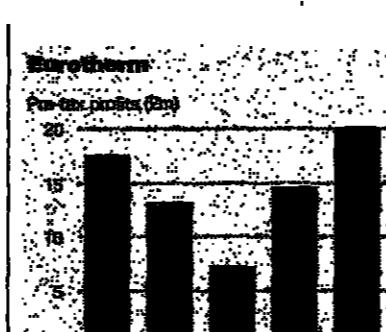
OTHER COMPANIES

High noon for IRI on New Year's Eve

IRI, the Italian state holding company, has until midnight on December 31 to complete the privatisation of Italy's state-owned steel industry, in line with a deal struck by EU industry ministers in December 1993. The most difficult sale is likely to be that of Ilva Laminati Piani, the flat steel company, for which two rival consortia have tabled offers. IRI's directors decided last week to pursue their examination of the bids and are certain to have another meeting before Christmas to discuss the situation. If IRI fails to sell Ilva, the European Commission could demand the repayment of nearly £15,000m (\$18.25bn) of state subsidies which Ilva was set to receive.

■ East Midlands Electricity: The utility will today bring the UK power results season to a close when it announces profits and dividends for the half-year to September 30. Last October the company announced it was to give back £186m (\$305m) to shareholders as a special dividend, or 85p per share. It chose this route rather than buying back shares. The interim dividend may therefore be less generous than other regional electricity companies have been able to provide. Nonetheless, at least 15 per cent is expected and profits are likely to be well ahead.

■ Eurotherm: The UK industrial



waste management joint venture with the UK arm of W.M.X. the US-based leader in waste.

■ NFC: Sir Christopher Bland, who officially takes up his new position today as chairman of the UK-based transport and logistics group, has a tough job on his hands. A former chairman of LWT, Sir Christopher has the task of restoring the City of London's confidence in the group. But before that he must solve the more pressing problem of finding a new chief executive.

The group has said an announcement will be made in the next few weeks. NFC's problems are not limited to personnel. Operating profits fell last year to £11.2m (\$15.7m) from £11.7m (£15.4m) in 1993, while the dividend is forecast to go up by a similar margin to 4.5p (4p). Investors will be waiting for a progress report on the company's ambitious

The group says it intends to accelerate its cost-cutting programme.

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American Tobacco	3 Deutsche Waggonbau
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	17 US Shoe
	15 Welcom

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COMPANIES AND FINANCE

Receivership looms unless a deal can be agreed with its lenders

Last ditch efforts at Stanhope

By Simon London
Property Correspondent

With less than 24 hours to go before its banking facilities expire, Stanhope, the property developer run by Mr Stuart Lipton, was last night making last ditch efforts to stave off receivership.

Since the last formal meeting of Stanhope's 16 lenders last Tuesday, intensive discussions have taken place between the company, its banks and potential rescuers.

The banks, led by Barclays,

must either extend their £140m loans beyond today's repayment deadline or force the company into receivership.

The two main rescue proposals have come from Postel, the post and telecommunications pension fund run by Mr Alastair Ross Gooley, and British Land, the property investment company headed by Mr John Ribbitt.

While both rescue packages have been refined to offer Stanhope's lenders better terms, the banks would still have to

write off up to 20p in the pound on their loans.

Alternatively, Stanhope believes it has found an investor willing to provide working capital in return for an equity stake in the company, if the banks agree to a debt standstill of up to three years.

The company hopes that the value of its main asset - a 50 per cent stake in Broadgate Properties, which owns much of the Broadgate and Ludgate developments in the City of London - would rise sufficiently during the standstill

period to give the banks full repayment.

However, the banking syndicate has been unable to agree on a course of action. Some of Stanhope's banks also made loans to Broadgate Properties and Rosehaugh, which owns the other half of Broadgate and is already in receivership.

KPMG Peat Marwick would be favourite to be appointed receiver at Stanhope. It already acts for the banks at Rosehaugh and could therefore handle the disposal of Broadgate Properties as a single entity.

Berisford in talks for US purchase

By Simon London

Berisford International, the former property and commodities group which earlier this year bought Magnet Kitchens, is in negotiations which could lead to the acquisition of a US kitchen equipment maker for about \$500m (£300m).

While talks could be concluded this week, Berisford has yet to agree terms with Welbilt Corporation, which manufactures commercial kitchen equipment for fast food chains such as McDonalds and Burger King.

If the deal goes ahead, Berisford will finance the deal through a rights issue.

On December 6, Welbilt said that it had received an approach which could lead to the sale of the company and had appointed Donaldson Lufkin Jenrette, the US investment bank, as adviser.

Welbilt is 47 per cent owned by Mr Jerome Kohlberg, a founder of Kohlberg Kravis Roberts, the leveraged buy-out company. A secondary offering of shares held by Mr Kohlberg was withdrawn when Berisford made its approach.

In 1983 Welbilt's net income before extraordinary charges was \$8m on turnover of \$425m.

The acquisition would allow Berisford to utilise some of its accumulated US tax losses arising from activities in commercial property in the 1980s.

The deal would be Berisford's second large acquisition since Mr Alan Bowkett took over as chief executive in 1992.

In January it paid \$26m for Magnet, also financed through a rights issue.

Last year, its \$180m bid for C&J Clark, the privately owned shoe company, was rejected.

Rebel shareholders reject QMH proposals

By Tim Burt

Rebel shareholders at Queens Moat Houses yesterday rejected a £1.3m rescue plan for the debt-burdened hotels group, claiming it was unfair to existing investors.

The Queens Moat Houses Shareholders Action Group, which claims to represent 4,000 investors controlling 10 per cent of the equity, said the plan - involving a £20m debt for equity swap and revised borrowing terms - was "quite unacceptable".

Mr Denis Woodhams, secretary of the group, said holders of ordinary shares were dismayed by moves to dilute their interests from 81 per cent of the company to 24 per cent.

These proposals are a manifestation of the board's lack of confidence in its own ability to

produce even an industry average profit performance," he added.

The dissident group has proposed an alternative rescue plan, which is drawn up by Mr Peter Kyles, former managing director of Norfolk Capital Group, the luxury hotel company acquired by Queens Moat in 1990.

It is likely, however, to encounter strong opposition from the Queens Moat board.

Mr Andrew Coppel, chief executive, warned last week that the group would have to cease trading if it failed to take up the debt-for-equity and financial reconstruction proposals.

Claims, meanwhile, that the rebel group would receive widespread support at this week's annual meeting have been rejected by the company. The company dismissed such action as "nuisance making".

Poll taken at Wellcome AGM

By Daniel Green

A revolt by small shareholders at Wellcome's annual meeting forced the company to hold a poll on a special resolution.

The results of the poll showed a big majority in favour of the resolution, thanks to the weight of institutional shareholdings.

The shareholders rebelled against a plan to renew the company's right to issue new shares - up to 5 per cent of the issued capital - for cash, without offering all shareholders the opportunity to avoid dilution by buying some of the newly issued stock.

Such resolutions are not uncommon. They allow management some flexibility in corporate deals, for example to offer shares to a prospective business partner.

Two shareholders spoke against the motion and enough voted against it to make it unclear whether the required 75 per cent majority had been secured. A poll resulted in a 99.37 per cent vote in favour.

CROSS BORDER M&A DEALS				
BIDDER/INVESTOR	TARGET	SECTOR	VALUE	COMMENT
Morgan Stanley (US)	SG Warburg (UK)	Banking	n/a	Merger talks scrapped
National Health Labs (US/Hoffmann-LaRoche (Switzerland)	Joint Venture	Healthcare	est £500m	Further sector restructuring
Nike (US)	Canstar (Canada)	Sporting goods	£255m	Team equipment move
Emap (UK)	Unit of Maclean Hunter (Canada)	Publishing	£80m	Continental Europe buy
CWB Partners (UK/Germany)	Ito (Sweden)	Textile machinery	£33m	Handle. och Industri sale
ASW Holdings (UK)	SAM (France)	Steel	£51m	ASW seeks critical mass
Union Carbide (US)	Unit of ICI (UK)	Chemicals	£40m	Needs OFT approval
Fairley Group (UK)	Random (US)	Electronics	£97m	Further sector expansion
GE Capital (US)	Service Bank (Germany)	Financial services	£21m	Consumer finance move
Smiths Industries (UK)	Sodimac (France)/Interplex (Switzerland)	Industrial equipment	£18.5m	Cast + debt deal

Oceonics in the red as finance director leaves

Oceonics Group, the lossmaking marine survey company, announced the departure of its finance director and cuts in executive salaries after sliding into the red with losses of £1.69m in the half year to September 30.

It said Mr Mike Hutchinson would be leaving the group at the end of the current financial year, in which it has cut 131 jobs - 20 per cent of the workforce - amid weak demand and overcapacity in

Royal Bank lifts stake in motor insurance venture

By Ralph Atkins,
Insurance Correspondent

The Royal Bank of Scotland increased by 25m its investment in a new motor insurance company set up with Mr Peter Wood of Direct Line after discussions with the Department of Trade and Industry, the bank's annual report revealed on Friday.

The bank announced last year that it intended to invest £24m in Privilege, which is

aimed at "non-standard" risk drivers, but if increased its stake to £25m in May after talks with the DTI, which is responsible for regulating the insurance industry.

Privilege began trading in the autumn.

Royal Bank of Scotland's decision increased the preference shares it owns in Privilege to 27.5m from 22.5m. The bank also owns 1.5m ordinary shares and Mr Wood owns a further 1m.

Phoenix recovers to £173,000

Phoenix Timber Group swung back into the black at the mid-term stage as the Essex-based flooring company built upon the improvement shown in last year's second half.

Turnover from continuing operations amounted to £28.55m (£2.32m) in the six months to September 30, including £54,000 from acquisitions. After a reduced interest burden, pre-tax profits were £173,000, against losses of £226,000.

The company stressed, however, that the improvement mainly reflected cost cutting; the market for its main operations remains weak, although trading in the last three months has shown some "encouraging signs".

Electra Inv Trust
Fully diluted net asset value per share at Electra Investment Trust stood at 380.24p at end-September, against 341.3p a year earlier. This represented a rise of 11.4 per cent, while the FT-SE-A All-Share Index rose by 0.3 per cent in the period.

Net revenue for the year was £14.7m (£14.1m), with earnings of 7.50p (7.54p). A proposed final dividend of 3.7p (3.59p) gives a total of 7.25p (7p).

Haemocell
In a year of "consolidation and change", Haemocell, the USM-listed medical equipment maker, incurred increased pre-tax losses of £2.35m against £2.13m for the 12 months to August 31.

The primary task, according to Mr Andrew Priestly, chairman, had been to restructure operations and establish an international sales and distribution network.

Turnover was £212,000, compared with £1.12m, which included an exclusive distributor's inventory, most of which was repurchased or returned as part of the termination agreement.

The company's priority remained to market its System 350 blood transfusion device, Mr Priestly said. Losses per share were 10.9p (10.1p).

Chemex Intl
Chemex International, the USM-listed chemical analysis company, continued its recovery into the second half, ending the year with a pre-tax profit of £135,534, against a deficit of £12,961 last year.

Turnover for the 12 months

to September 30 grew to £1.55m (£1.33m) and the pre-tax outcome was struck after net interest payable of £3,161 compared with income of £2,337.

Earnings emerged at 0.33p (0.16p) losses and the company is introducing dividend payments with a 0.1p distribution for the year.

It also said it intended to apply for a full listing.

Bankers Inv Trust
The Bankers Investment Trust saw net asset value per share decline 2.3 per cent from 183.5p to 178.3p in the year to October 31. The FT-SE-A All-Share Index fell by 1.9 per cent over the period.

Net revenue edged ahead to 56.68m (£56.1m), with earnings at 4.26p (4.23p) per share. A fourth interim dividend of 0.99p gives a total of 3.9p for the year, up from 3.88p. A total of less than 4.12p is forecast for the current year.

Turnover for the 12 months

Thorn EMI has sold its Thorn Automation engineering business to its management for about £8.25m. The consideration, plus £7m of funding, has been provided by 31 senior debt and banking facilities by Royal Bank of Scotland.

Thorn EMI sale
Thorn EMI has sold its Thorn Automation engineering business to its management for about £8.25m. The consideration, plus £7m of funding, has been provided by 31 senior debt and banking facilities by Royal Bank of Scotland.

**Offering of
4,408,060 European Depositary Receipts
representing 13,224,180 Shares**

Issue Price of U.S. \$7.94 per
European Depositary Receipt

WEST MERCHANT BANK LIMITED

STANDARD BANK LONDON LIMITED

October, 1994

U.S. \$150,000,000

Class A
Mortgage Backed Floating Rate Notes Due October 2023

In accordance with the Terms and Conditions of the Notes, notice is hereby given that the new interest rates and periods in respect of the subject Notes are as follows:

Period: December 1994-15 January 1995 Interest Rate: 6.625%
Period: 16 January 1995-15 February 1995 Interest Rate: 6.425%
Period: 16 February 1995-15 March 1995 Interest Rate: 6.425%
Period: 16 March 1995-15 April 1995 Interest Rate: 6.425%
Period: 16 April 1995-15 May 1995 Interest Rate: 6.425%
Period: 16 May 1995-15 June 1995 Interest Rate: 6.425%
Period: 16 June 1995-15 July 1995 Interest Rate: 6.425%
Period: 16 July 1995-15 August 1995 Interest Rate: 6.425%
Period: 16 August 1995-15 September 1995 Interest Rate: 6.425%
Period: 16 September 1995-15 October 1995 Interest Rate: 6.425%
Period: 16 October 1995-15 November 1995 Interest Rate: 6.425%
Period: 16 November 1995-15 December 1995 Interest Rate: 6.425%
Period: 16 December 1995-15 January 1996 Interest Rate: 6.425%
Period: 16 January 1996-15 February 1996 Interest Rate: 6.425%
Period: 16 February 1996-15 March 1996 Interest Rate: 6.425%
Period: 16 March 1996-15 April 1996 Interest Rate: 6.425%
Period: 16 April 1996-15 May 1996 Interest Rate: 6.425%
Period: 16 May 1996-15 June 1996 Interest Rate: 6.425%
Period: 16 June 1996-15 July 1996 Interest Rate: 6.425%
Period: 16 July 1996-15 August 1996 Interest Rate: 6.425%
Period: 16 August 1996-15 September 1996 Interest Rate: 6.425%
Period: 16 September 1996-15 October 1996 Interest Rate: 6.425%
Period: 16 October 1996-15 November 1996 Interest Rate: 6.425%
Period: 16 November 1996-15 December 1996 Interest Rate: 6.425%
Period: 16 December 1996-15 January 1997 Interest Rate: 6.425%
Period: 16 January 1997-15 February 1997 Interest Rate: 6.425%
Period: 16 February 1997-15 March 1997 Interest Rate: 6.425%
Period: 16 March 1997-15 April 1997 Interest Rate: 6.425%
Period: 16 April 1997-15 May 1997 Interest Rate: 6.425%
Period: 16 May 1997-15 June 1997 Interest Rate: 6.425%
Period: 16 June 1997-15 July 1997 Interest Rate: 6.425%
Period: 16 July 1997-15 August 1997 Interest Rate: 6.425%
Period: 16 August 1997-15 September 1997 Interest Rate: 6.425%
Period: 16 September 1997-15 October 1997 Interest Rate: 6.425%
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Period: 16 December 1997-15 January 1998 Interest Rate: 6.425%
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Period: 16 February 1998-15 March 1998 Interest Rate: 6.425%
Period: 16 March 1998-15 April 1998 Interest Rate: 6.425%
Period: 16 April 1998-15 May 1998 Interest Rate: 6.425%
Period: 16 May 1998-15 June 1998 Interest Rate: 6.425%
Period: 16 June 1998-15 July 1998 Interest Rate: 6.425%
Period: 16 July 1998-15 August 1998 Interest Rate: 6.425%<br

Rolo board accepts Cariplo bid

By Robert Graham in Rome

The board of Credito Italiano (Rolo), the Bologna-based commercial bank, has accepted the L3,300m (\$600m) overture from its new senior, the consortium led by Cariplo, Italy's biggest savings bank.

Board approval following weekend meetings was widely expected following the Cariplo consortium's unexpectedly generous offer last week. The consortium offered L31,500 per share for 70 per cent of Rolo's stock.

This was not only L1,500 more per share than the improved offer made by the

recently privatised Credito Italiano (Credit) but also extended to 70 per cent of the shares instead of the 63.5 per cent proposed to shareholders by Credit.

Rolo declined to comment formally on the meeting, but the board was apparently unanimous in deciding that the Cariplo offer was more advantageous.

The Credit bid, first launched in October, has always been regarded by the board of the bank as hostile.

The Cariplo bid was first mounted in conjunction with Carisbo, the main savings institution in Emilia Romagna and IMI, the treasury-con-

trolled bank. But this trio has now been joined by Reale Mutua, the insurance group.

The next step will be for the Bank of Italy to pronounce upon the counter-offer, having already given the green light to Credit. The Bank of Italy is likely to have already been sounded out informally, not least because behind-the-scenes discussions between Rolo and Milan-based Cariplo have taken place at intervals for much of the year.

The Bank of Italy may not be entirely happy at the prospect of Rolo, one of the healthiest private commercial banks, being controlled by banking institutions which have yet to

be privatised. But this is unlikely to halt the deal.

Only when approval has been given can the counter-bid be formalised. Given the Christmas break, this could mean a delay until the second week in January. The main imponderable now is whether Credit will accept defeat without a further fight.

Credit's bid would cost the bank L2,800m and most analysts have ruled out its raising the stakes without help. Over the weekend there were press reports that Credit might be enlisting the support of Allianz, its leading German shareholder, as well as Banca Commerciale Italiano.

Listing for Deutsche Waggonbau

By Judy Dempsey in Berlin

Deutsche Waggonbau, eastern Germany's railway carriage manufacturer, which is one of the last remaining enterprises in the hands of the Treuhand privatisation agency, will be listed on the stock exchange, according to agency officials.

The listing will be made after Advent International Corporation, a Boston-based venture capital company, and Siemens, Germany's electrical and electronics group, which have teamed up to buy DWA, have completed a modernisation and investment programme. The purchase contract should be signed next month.

Although the Treuhand would not confirm the price, officials from IG Metall, the steel and engineering union, said Advert and Siemens will pay about DM120m (\$76m) for DWA, which has subsidiaries throughout eastern Germany. The consortium will also guarantee 3,000 jobs. Before unification, DWA employed more than 24,000 people.

However, the state government of Saxony, where two DWA plants are located, has already protested against the deal, on the grounds that the Treuhand and the ministry of finance had pledged to keep all the DWA plants operating as part of retaining a small industrial and manufacturing base in the east German states.

Galerias seeks protection

By Tom Burns in Madrid

Galerias Preciados, Spain's second biggest department store chain which was formerly owned by the UK's Mountleigh property group, applied for protection from its creditors over the weekend, citing liabilities of Pt14.3bn (\$4.9bn).

A receivership to place Galerias in receivership would be likely to lead to its break-up and the dispersal of the chain's 29-strong nationwide network of prime site stores, five of them in Madrid, among domestic and foreign buyers.

Marks & Spencer of the UK, which already operates five stores in Spain and plans to open a further 10, said last month that it was in talks with Galerias with a view to taking over some of its properties.

Among the retail chain's chief creditors are suppliers, which are owed some Pt28bn, and its chief financial backers, Lloyds Bank, Citibank and Barclays, which are understood to be calling in bank loans totalling an estimated Pt18bn.

Galerias, which has more than 7,000 employees, was acquired from Mountleigh by a

group of Spanish investors for Pt21.2bn two years ago.

This year, the company's turnover is forecast to drop from Pt18.5bn to Pt17.5bn and its losses are likely to be in the region of Pt1bn.

Weakened by a succession of owners in the past 15 years, Galerias was part of the controversial Rumasa private holding of financier José María Ruiz Mateos between 1981 and 1983. It was bought by Venezuela's Cisneros group in 1984 after the government expropriated Rumasa to avert the holding's bankruptcy and sold it to Mountleigh in 1987 for Pt130bn.

Galerias, which has more than 7,000 employees, was acquired from Mountleigh by a

Poslums lose control of Dylex

By Robert Gibbons in Montreal

The Poslum family has finally lost control of Dylex, the financially troubled Canadian fashion chain, River Road (Canada), the Canadian arm of US investment fund, becomes Dylex's biggest investor with about 18 per cent of the stock on a fully diluted basis.

The Dylex board decided last week to omit dividends on the A stock for the eighth consecutive quarter. Under the company's by-laws this automatically gave the vote to 65m A shares outstanding, far outweighing its Poslum family's control over the voting B shares.

River Road holds 5m A shares and also convertible debentures. Assuming conver-

sion it would hold a 13 per cent voting interest against the family's 6 per cent.

The board will have a majority of outside directors after being reduced in number from 18 to 12, including two River Road representatives. River Road had fought for omitting dividends, saying Dylex could not afford any pay-out.

Mr Robert Foile, a River Road managing partner, who will become a director, said: "Dylex is open to takeover but we want to get it functioning properly and realising its potential."

Dylex reported a third-quarter net loss of C\$110m or C\$1.55 a share, including C\$115m of special charges, against a loss of

C\$2.5m or 4 cents a year ago.

Sales fell 2 per cent to C\$434m.

The nine-month loss was C\$1.32m or C\$1.87 a share, against a loss of C\$0.5m or 16 cents on sales of C\$1.1bn against C\$1.3bn.

Dylex A shares have fallen from a 1989 high of C\$12 to 61 cents because of heavy losses from over-expansion and the long recession. The Poslum came under strong criticism for their operating policies.

"The fundamentals and a weak balance sheet have forced their hands as much as River Road," said Mr David Brodie, analyst with Wood Gunday.

River Road's parent is Paloma Group, a large US investment fund.

Mr Vincent Camuto, co-chairman and president of Nine West, said US Shoe would provide a "terrific" fit and the acquisition would benefit Nine West shareholders from the outset.

US Shoe said it would not make any further comments on the negotiations until such time as a definitive agreement had been reached.

Nine West claims to have US Shoe deal

By Richard Tompkins

In New York

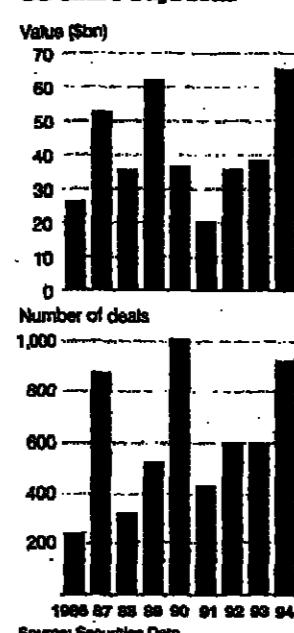
Nine West, the US footwear group that made a \$425m unwanted bid approach for US Shoe's footwear business earlier this year, said it had won agreement to buy the division for \$60m.

The claim was made after the stock market closed on Friday. US Shoe confirmed that it had conducted confidential discussions with Nine West, but denied that an agreement had been reached.

US Shoe's bid would cost the bank L2,800m and most analysts have ruled out its raising the stakes without help. Over the weekend there were press reports that Credit might be enlisting the support of Allianz, its leading German shareholder, as well as Banca Commerciale Italiano.

Cash-rich corporates put own stock top of buy lists

US share buybacks



Source: Securities Data

reviewed all the ways of using their cash - through higher capital investment or buying other companies, for instance - and decided that none offers a better alternative. That suggests a cautious view of future growth following the series of US interest rate rises this year.

One result could be a further slowdown in the takeover market, which has been cooling since a surge of activity over the spring and summer. GE itself had planned to use more than \$2bn of cash to buy Kemper, a financial services group, this year - but it has shown no sign of returning to the fray now that a rival bid for Kemper has collapsed (although GE says it could easily suspend its buy-back programme to make acquisitions).

Many of the buy-backs are first and foremost, a sign of the strength of US corporate cash-flow. The last big wave of buy-backs came at the end of the 1980s, before the US recession. Now, after the faltering early years of the recovery, the US economy has surged and a bigger flow of cash into corporate coffers has been one result.

Some companies have given up this cash willingly, while others have been strong-armed by shareholders into unlocking their war-chests. Chrysler was pressured by its biggest shareholder, Mr Kirk Kerkorian, into announcing a \$1bn buy-back at the end of November. And the biggest programme of the year - a \$6bn plan by Philip Morris announced in August - came after a management upheaval prompted by shareholder dissatisfaction.

Many companies are combining buy-backs with higher dividends to distribute their surpluses cash. Chrysler's 60 per cent dividend rise lifted the yield on its stock from a mere 2 per cent or so to over 3 per cent, ahead of the market average. GE's announcement also included a 14 per cent dividend increase, the latest in a long string of higher cash pay-outs by the industrial giant.

To the companies buying in their shares, the rationale is simple: they are cheap.

"GE stock today makes the best investment we can make," Mr Jack Welch, GE chief executive, said on Friday.

This is in part just another

version of the standard rhetoric of company bosses that the stock market does not value their shares highly enough.

But it also indicates that companies such as GE have

made a steady rise from this year.

But after the round of interest rate increases and the chance of another, perhaps as early as tomorrow, the prospects for 1995 are getting hazy.

That weakens one of the underpinnings for share prices at their current levels - what ever companies do to buy in their own stock.

Richard Waters

GAN may sell FF1bn of bank shares

Groupe des Assurances Nationales (GAN), the state-controlled French insurance company, might put on the market next year shares in Crédit Industriel et Commercial worth around FF1bn, writes David Buchan in Paris.

this year because of heavy damage insurance claims, poor returns on property investments and lower bond values.

The move will raise CAC's stake in GAN to 22.6 per cent, giving it also all the voting rights in the bank.

This announcement appears as a matter of record only

12th December, 1994



THE EXPORT-IMPORT BANK OF JAPAN

(Incorporated under The Export-Import Bank of Japan Law)

U.S.\$300,000,000

8 1/4 per cent. Guaranteed Bonds Due 2004

unconditionally and irrevocably guaranteed as to payment of principal and interest by

Japan

Issue Price: 99.46 per cent.

Bank of Tokyo Capital Markets Limited

CS First Boston

Goldman Sachs International

Paribas Capital Markets

Daiwa Europe Limited

Merrill Lynch International Limited

Nomura International

UBS Limited

HSBC Markets Limited

IRJ International plc

Lehman Brothers

LTCB International Limited

J.P. Morgan Securities Ltd.

Morgan Stanley & Co.

Nikko Europe Plc

Salomon Brothers International Limited

S.G. Warburg Securities

Swiss Bank Corporation

NOTICE OF PAYMENT

To the Holders of

Nafin Finance Trust II

U.S.\$129,880,000

Floating Rate Notes due 1999

For the interest period September 20, 1994 to January 5, 1995, the Total Payment Amount of the Notes is USD129,880,000, or 15.125% of the principal amount. The aggregate principal amount of Notes will be payable on January 5, 1995. After January 5, 1995, interest on the portion of the Notes so unpaid will cease to accrue. Holders of Notes must deliver the appropriate interest coupon to a Paying Agent outside of the United States to receive payment on such Notes.

NAFIN FINANCE TRUST II

By Bankers Trust Company, as Trustee

Dated: December 19, 1994

**Japan is now 10" further away.
(Flight times are not affected.)**

We've increased our Executive Class seat pitch to 50 inches
for flights from London and Paris to Tokyo.



Mortgage Securities (No.2) PLC

\$250,000,000

Mortgage backed floating

rate notes due 2028

For the interest period 15

December 1994 to 15 March

Interest rate will bear

Interest 6.500% per annum.

Interest payable on 15 March

1995 will



MARKETS THIS WEEK

Global Investor / Tony Jackson in New York

A world without Treasury bonds

Next month, America's newly triumphant Republican will seek to amend the US constitution to make it illegal for the government to borrow money. The permanently balanced budget is an old dream of the right in more countries than the US, and few give this latest attempt even a fighting chance. But these are strange times, and it pays to allow for contingencies. From an investor's point of view, what would a world without Treasury bonds actually look like?

To begin with, it would not happen all at once. The Republicans' plans are still imprecise, but the general notion seems to be a steady reduction of the budget deficit to zero over the next decade or so. Further borrowing would then be outlawed, and any occasional surpluses would be used to pay off the backlog. This would presumably take several decades again.

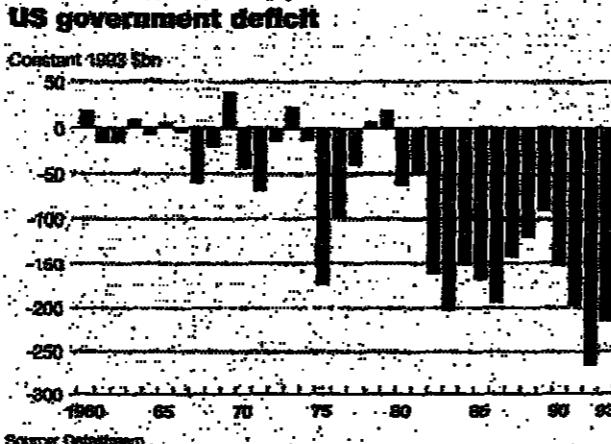
At present, the total of US Treasury bonds outstanding is about \$3,500bn. Annual issuance, net of redemptions, is about \$175bn. These numbers, big as they are, need to be put in context. US Treasuries are the classic international investment, and global savings run

at about \$3,000bn a year. The annual supply of T-bonds, in fact, soaks up only a small part of the cash looking for a home.

All the same, \$3,500bn is a lot of money. If T-bonds did disappear, the market would require them to be replaced by some other instrument as like them as possible. A number of financial institutions have long-term cash liabilities which they need to match with long-term, fixed-rate assets.

The obvious candidates to fill the gap are corporations. At present, most companies use equity and bank finance more often than they would like; logically, fixed-rate bonds would make their long-range planning a lot simpler. But they tend to be crowded out by governments, which can command lower yields. Take the government out of the equation, and the yields on corporate bonds would decline to the level at which long-term savers could persuade corporate borrowers to provide an alternative home for their money.

Much of this would presumably represent new capital for the



US government deficit
Current 1993 \$bn

companies, rather than a replacement for old. After all, investors would still demand equities as before, and banks would still need to lend. As Mr Linsky, Salomon's chief economist, suggests, the result would be a sharp rise in capital expenditure by corporations, accompanied by a lowering of their required rates of return on investment to reflect the changed cost of capital.

The resulting investment landscape might look familiar to the historian of the late 19th century. Mr David Hale of Kemper Financial points out that in the decades following the Civil War, the US government punitively repaid its borrowings. By the 1890s there was no US public debt left; so British savers, for instance, had to resort to financing US railroads and factories instead,

Total return in local currency to 15/12/94

	% change over period					
	US	Japan	Germany	France	Italy	UK
Cash	-0.11	0.04	0.10	0.10	0.06	0.11
Week	0.45	0.19	0.42	0.45	0.05	0.47
Month	3.75	1.58	3.25	3.63	8.13	5.06
Year						
Bonds 3-5 year	0.27	0.23	-0.13	-0.76	-0.73	0.17
Week	0.08	0.06	-0.17	-0.02	-0.05	0.05
Month	2.58	1.05	-0.72	-1.35	0.64	-1.12
Year						
Bonds 7-10 year	0.22	0.25	-0.05	-0.11	0.08	
Week	0.02	0.02	-0.05	-0.02	0.18	
Month	3.22	3.54	-0.53	-7.15	-0.70	-5.51
Year						
Equities	1.1	-1.5	-1.3	-1.7	-3.7	-2.1
Week	-2.9	-1.7	-4.2	-2.1	-0.6	-5.7
Month	0.8	3.7	-6.3	-7.7	-1.0	-6.3
Year						

Source: Cash & Bonds - Lehman Brothers
Equities - FT-Accurates World Indices are jointly owned by The Financial Times Limited, Goldman, Sachs & Co. and NatWest Securities Limited.

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conomic efficiency. But corporations are not in the business of providing safety nets. What happens if the invisible hand throws people out of work, while at the same time civil servants are deprived of the funds to help the unemployed?

There are other pressures in the same direction. As Mr Lipsey argues, governments - take Italy as an example - will eventually have to face the fact that their unfunded liabilities in pensions and other benefits represent an unsustainable burden on future generations.

The obvious answer is to privatise those liabilities, so that people take upon themselves the whole responsibility for their pensions or healthcare. The result of that would be a sharp rise in personal savings and a corresponding drop in government borrowing.

Mr Hale takes the argument a step further. The whole idea of balancing the budget through a constitutional amendment, he argues, has a sub-plot. One of the biggest burdens on the Federal budget is the vast panoply of tax

breaks and subsidies enjoyed by middle class America.

Give the balanced budget constitutional teeth, says Mr Hale, and you have the means to enforce the revolutionary next step: the means testing of social security. Here again, the result is the same: higher saving, less government spending and more money for investment by the corporate sector.

If America moved any distance in this direction, it would not move alone. The natural result of a systematic shift of funds away from government towards corporate investment would be higher productivity and increased competitiveness. In a world of weakening trade barriers, this competitiveness would translate into a trading partners to follow suit.

One need not regard the objectives of the Republican right as plausible, or even desirable, to find the trends they represent thought-provoking. Even a move in the direction of a balanced budget, after all, would have significant implications. One final investment tip from Mr Hale: three-quarters of the business on the Chicago futures exchanges is in Treasury bond futures. So if you think the Republicans are going to have their wicked way, go short of seats on the Chicago Board of Trade.

COMMODITIES

'Death cross' looms for gold

Seasonal spirit among the world's gold traders could be dampened this week by what an analyst describes as an "arithmetical sword of Damocles" hanging over their market.

Mr Andy Smith, of the Union Bank of Switzerland, warns that the market needs to rally soon to avoid being caught in a "death cross", which, according to technical theory, could signal a sharp price fall.

This would occur, he says, if the 200-day moving average was crossed by the 50-day moving

average while both were falling.

A similar situation in the silver market in late November augured a sudden 15 per cent fall in that market.

In New York, meanwhile, most gold analysts are expecting the market to remain dull next year, though they say an improving supply-and-demand outlook should sustain the modest firming trend of the past two years.

"The market has been in a better balance this year, and we are looking for growing

supply deficits in the years to come," Mr George Milling-Stanley, Lehman Brothers analyst, told the Reuters news agency last week. "This scenario should be supportive of gradually rising prices."

Throughout 1994, the spot price of gold languished within a thin \$30 band from \$363 to \$398 an ounce, far narrower than 1993's \$80 range.

• De Beers, the South African group whose London-based Central Selling Organisation accounts for at least 90 per cent of world trade in rough

(uncut) diamonds, on Tuesday gives details of CSD diamond sales this year. Although it had record first half sales of \$2.58bn, analysts suggest that the CSD eased back sales in the second half, so the 1994 total is not expected to be very different from last year's \$4.88bn.

Today marks the formal opening of the London Metal Exchange's new headquarters and trading ring at which Mr Kenneth Clarke, UK Chancellor of the Exchequer, will do the honours.

with sometimes patchy results. How corporations would spend their money this time round is an open question. It seems fair to assume, though, that faced with an abundance of capital, they would continue to substitute capital for labour. There have been huge advances in manufacturing productivity in recent years. Much remains to be done in the service sector.

One need not be a Republican to concede that for global savings to be allocated by Adam Smith's invisible hand, rather than by civil servants, is likely to improve eco-

nomics. But corporations are not in the business of providing safety nets. What happens if the invisible hand throws people out of work, while at the same time civil servants are deprived of the funds to help the unemployed?

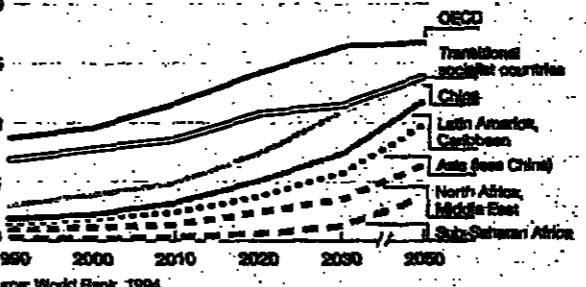
There are other pressures in the same direction. As Mr Lipsey argues, governments - take Italy as an example - will eventually have to face the fact that their unfunded liabilities in pensions and other benefits represent an unsustainable burden on future generations.

Economic Eye / Martin Wolf

Confronting the old age crisis

The looming public pension burden

Pension spending as % of GDP, by region



Source: World Bank, 1994

those retiring 45 years after. Things will get still worse in the future. One indication of this is the increase in taxes as a share of GDP that will be needed to meet pay-as-you-go pension obligations. In Italy, the worst example, the real tax increase will be 11.9 per cent of GDP.

Governments are absolutely certain to default on their pension obligations, probably by a mixture of higher pension ages, reduced indexation and means testing. The notion that the state can be trusted is just one of several myths punctured by the Bank. It also notes that the anti-poverty case for focusing aid on the old is weak, because families with small children are usually poorest of all; that social security for the old rarely redistributes income to the poor, partly because the rich live longer; and that governments focus quite as much on the short term as individuals, one example being the use of early retirement programmes as a false cure for unemployment, another being how pay-as-you-go programmes concentrated benefits on voters who were mature at the time they were established.

The Bank study argues that there should be three distinct policy objectives: redistribution to the poor; smoothing of consumption; and provision of insurance. It also recommends a multi-pillar system, with the public pillar providing a basic minimum income, to alleviate poverty in old age and insure citizens against a multitude of risks. But relying on the public sector alone is risky. Thus, it also recommends a privately-managed, funded and mandatory system, alongside purely voluntary savings.

It is impossible to do justice to this rich study in one article. But it has a clear lesson: stop believing in Father Christmas and start saving now.

"Averting the Old Age Crisis" (New York: Oxford University Press for the World Bank, 1994)

Notice to Bondholders



Recognized in the Republic of Korea under Bondholding
(the "Company")

U.S. \$50,000,000

0.25% Convertible Bonds due 2004
(the "Bonds")

Pursuant to the Trust Deed dated February 22, 1994, notice is hereby given as follows:

The Board of Directors of the Company resolved on December 15, 1994 that an agenda for the declaration of stock dividend be submitted to the general shareholders meeting scheduled to be held in March 1995 as follows:

1. Record Date: December 31, 1994.

2. Details of Stock Dividend: 0.02 of a Common Share per Common Share or Non-voting Share outstanding on the Record Date.

A further notice will be given to Bondholders with respect to the adjusted Conversion Price as a result of the stock dividend promptly after the declaration of the Stock Dividend at the general meeting of shareholders.

The Chase Manhattan Bank, N.A.

as Principal Paying Agent and Conversion Agent

December 15, 1994

Yasuda Trust and Banking
(Luxembourg) S.A.

US\$ 50,000,000

Floating Rate

Guaranteed Floating Rate Notes due 2000

Guaranteed by

The Yasuda Trust and Banking Company, Limited

In accordance with the provisions of the Notes, notice is hereby given that the rate of interest for the interest period from December 19, 1994 to June 19, 1995 has been fixed at 7.275% per annum.

The interest period from June 19, 1995 will be US \$51,156.81 in respect of each US \$500,000 Note.

The Chase Manhattan Bank, N.A.

as Principal Paying Agent and Conversion Agent

December 15, 1994

RPS
Residential Property
Securities No. 3 PLC

US\$ 100,000,000

Guaranteed Floating Rate

Notes Due 1998
(Coupon No. 3)

In accordance with the conditions of the Notes, notice is hereby given that for the six-month period from 15th December 1994 to 15th June 1995 the rate of interest will be 7.275% per annum.

The interest period from 15th June 1995 will be US \$10,156.81 in respect of each US \$500,000 Note.

The Chase Manhattan Bank, N.A.

as Principal Paying Agent and Conversion Agent

December 15, 1994

TOYO
CONSTRUCTION LTD.

US \$100,000,000

Guaranteed Floating Rate

Notes Due 1998
(Coupon No. 3)

In accordance with the conditions of the Notes, notice is hereby given that for the six-month period from 15th December 1994 to 15th June 1995 the rate of interest will be 7.275% per annum.

The interest period from 15th June 1995 will be US \$10,156.81 in respect of each US \$500,000 Note.

The Chase Manhattan Bank, N.A.

as Principal Paying Agent and Conversion Agent

December 15, 1994

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NEW YORK

Chances look better for a holiday rally

Ever since the Federal Reserve last raised interest rates in November the market has zig-zagged as investors tried to guess whether the it would raise rates again in December. This week they should produce an answer after the Fed's open market committee meeting holds its final meeting of the year tomorrow.

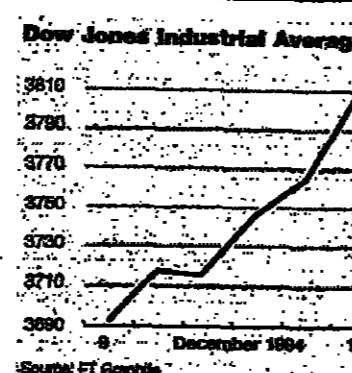
It was not until the central bank boosted interest rates by 75 basis points on November 15 that the market woke up to the reality that the Fed chairman, Mr Alan Greenspan, meant business when he promised to bring inflationary pressures out of the economy.

The following week, stocks took a nose-dive as strong economic data suggested to market players that earnings might be battered by another rate increase by the year-end. Also that week, the yield curve representing the spread between two-year notes and the long bond began to flatten, indicating that bond market players expected an economic slowdown.

Last week, however, sentiment began to shift as relatively tame increases in consumer and producer price indices suggested that the Fed might wait to see the full effect of this year's six increases before undertaking more tightening. The yield curve, which had tightened to 15 basis points, spread back out to 28 points by the end of the week and the Dow recovered 3 per cent of its value.

Stocks typically get a boost at the end of the year, but until last week analysts were sceptical about whether the market could stage its traditional holiday rally.

Lisa Bransten



LONDON

Merger talk brings cheer for Christmas

Until last Thursday afternoon it seemed that the festive season had turned into the open season. At least, that is, as far as the merchant banks and regional electricity stocks were concerned.

Just as the institutions and the market's big trading houses began to wind down for the Christmas break, with no signs of the expected and traditional year-end rally, up popped news of merger talks between S.G. Warburg and Morgan Stanley, closely followed by news that Traders House was considering a bid for Northern Electric.

Those two pieces of news, plus widespread expectations that there could well be other big bids in the market, dispelled much of the recent gloom in UK equities.

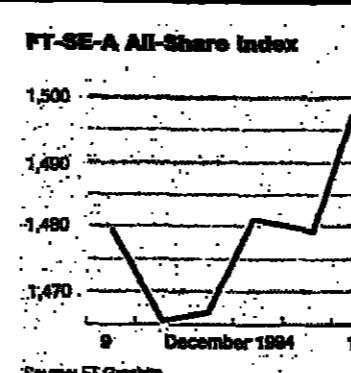
With the FT-SE 100 index having fallen below 3,000, it reached its lowest level for five months early last week – the general consensus around the City's trading desks now is that the market can make some progress as we move into 1995.

And in spite of the surprisingly abrupt termination of the merger talks between Warburg and Morgan, which drove Wartburg shares back to their pre-merger take level, there is a much better feeling to the equity market.

Activity this week will inevitably slacken as the winding down process really gets under way and there are no really big results scheduled outside the utilities area.

But as a broker at one of the City's blue-blooded securities houses put it last week, the big corporate finance

Steve Thomson



Portuguese privatisation

Lisbon to take global path for rest of programme

Portugal is preparing to tap international markets with its first global equity issues as the privatisation programme that has raised more than £500m over the past five years beyond the capacity of domestic investors.

A simultaneous offer of 26 per cent of Portuguese Telecom in New York, London and Lisbon next May, raising an expected £240m, will be the centrepiece of several Portuguese equity issues in 1995 that will test the government's adroitness in approaching international markets.

Global offers of substantial holdings in Cimpor, one of Europe's top 10 cement companies, and Companhia Portuguesa de Produção de Electricidade, a power production utility, are also in the pipeline. But only the Cimpor issue is likely to be completed before a general election due in October 1995 at the latest.

The move into international markets is attracting global buyers to a privatisation programme that stimulated little interest when it was limited to domestic issues. Merrill Lynch, the US investment bank, will lead the global issuing consortium for Portugal Telecom. Morgan Stanley is advising on the structure of Cimpor's offer.

Sale of a first tranche of 20 per cent of Cimpor in July pro-

vided some important lessons that the Portuguese appear to be assimilating. Although a domestic issue, Cimpor had hoped to attract strong interest from overseas. But foreign investors were being called up by 10 or 12 different banks without any co-ordination," said a London dealer.

This was another valuable lesson. Portugal is now counting on leading global banks to mount efficient book-building systems and co-ordinate complex operations over several markets.

The PT operation is an ambitious first step. One tranche, expected to raise about £80m, is to be sold in Portugal. An offer of American Depository Receipts will be made simultaneously in New York, together with an issue in London including separate UK and international tranches.

A further 25 per cent of Cimpor originally due to be issued in New York is now expected to be postponed. "Cimpor will be subject to the principle of open pricing, giving priority to the level of demand and to establishing an equilibrium price as trading reference for secondary markets."

Critics were also levelled at the government for failing to give a sufficiently authoritative mandate to Cimpor's

Peter Wise

Well

isis

OTHER MARKETS

MILAN

The market is bracing itself for further fireworks this week when Mr Silvio Berlusconi, the prime minister, faces a confidence vote probably on Wednesday, that could topple him from power. The market rose above the political fray towards the end of last week, recovering the sharp losses of Monday and enabling the index to close flat on the week.

Dealers also reported that foreign investors were returning as buyers, apparently heeding the advice of a growing band of strategists that the time is right for the market to turn after falls in recent months.

FRANKFURT

The Bundesbank council holds its last meeting of the year on Thursday, but few analysts expect any news of a change in interest rates.

James Capel says that in spite of still weak retail sales, the strength of third-quarter GDP data and rising capacity utilisation will mitigate against an interest rate cut. Capel still expects the next move in rates to be up, and the most likely time to be the second quarter of next year. The broker notes that the Bundesbank will also announce its monetary targets for next year, but does not expect any change from the current 4-6 per cent range.

The coming week will also be a busy one for economic statistics, with data coming on November M3, producer prices, consumer prices and October's trade figures.

ZURICH
Rising interest rates and the consequent likelihood of reductions in economic growth forecasts by the markets urge against an interest rate cut.

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announce its monetary targets for next year, but does not expect any change from the current 4-6 per cent range.

"Profits of the largest cyclical industrial firms will rise from \$12.9bn in 1990 to \$15.8bn in 1996," it says. Aggregate profits of Swiss quoted companies would probably grow at a double-digit rate in Swiss franc terms this year, in 1995 and in 1996, US\$ added.

The high share of profits generated in Europe and the Asia Pacific constituted a high degree of resistance to the negative impact of any US policy tightening, said UBS.

The defensive character of the equity market, which amounted to a disadvantage amid the growth euphoria of the first half of this year will have an increasing positive impact in 1996," Deka said.

COPENHAGEN
In a week largely bereft of results elsewhere, Denmark will have half-year results today from Danisco, the food and beverages, food ingredients and packaging conglomerate, and Radiometer, the medical measuring equipment maker.

Deka Europe notes that Danish shares dropped in November for the fourth month running, but nearly reached stability after more pronounced weakness earlier. "These declines, combined with an upward revision of our earnings projects, bring Denmark into the reasonable range of multiple valuations for 1995 and 1996," Deka said.

TOKYO
In a week shortened by a national holiday on Friday to mark the birthday of Emperor Akihito, the market is awaiting today's announcement of the government's economic growth target for the fiscal year to March 31 1996, writes Robert Fenton.

And at the same time, Mr Yasuo Matsushita, who was installed as governor of the Bank of Japan on Saturday, will hold his first news conference. Some analysts note that given his background, there is some speculation that Mr Matsushita may be more inclined to assist the financial system than his predecessor. Tomorrow, the Ministry of

Finance will present a draft budget for other ministries and agencies for the next fiscal year.

HONG KONG

Share prices are expected to move higher this week, after the Hang Seng Index's climb through the 8,000-point level last week, writes Louise Lucas.

The index picked up 4.3 per cent last week and closed on Friday at 8,166.38, although turnover remained thin.

However, the index is unlikely to breach 8,500 because of the negative view being taken of the property market, which claims an exposure of some 40 per cent on the index. The sector was not

encouraged by last week's withdrawal of a building plot at auction in the face of no bids, while fears over China's spiralling inflation have also taken a toll.

Late last week, the market took heart from gains on Wall Street, and a belief that the US Federal Open Market Committee may not raise interest rates tomorrow, but instead wait until the new year.

The bargain hunting and short-covering seen last Thursday are likely to recur if interest rates are not lifted, although brokers continue to warn against seeing any bounce as a convincing recovery.

Compiled by Michael Morgan

COMPANY NEWS: UK

The Emerging Investor / Francis Ghiles

Casablanca puts itself on the map

New share issues, privatisations, the arrival of foreign investment funds, and the reform of the bourse's organisation have completely transformed the Casablanca stock exchange in less than two years. As a result the stock market has established itself as the second largest on the African continent, excluding South Africa, with a market capitalisation of about \$5bn.

For Moroccan and foreign investors, last month's sale of the state's 66.64 per cent stake in the Société Nationale d'Investissement marked a watershed in the kingdom's privatisation programme.

The sale, for which Pallas Stern, a subsidiary of Swiss Bank Corporation, acted as adviser, netted an estimated Dh2.05bn (\$222m), twice the amount raised in July 1993 when the state sold 51 per cent of the CIGR cement company to a French subsidiary of the Swiss Holdarbank group.

The increasing involvement of US, UK and French portfolio managers in the Casablanca market reflects an improved perception of the Moroccan economy, now that the IMF-backed adjustment of the 1980s has been completed and the country has resumed repaying its debts after a series of rescheduling agreements.

Over the past 12 months, some \$200m of foreign money has come onto the market, about 40 per cent of total volume, according to Mr Adil

Douiri, co-founder of Casablanca Finance Group, a financial intermediary company set up in 1992. He expects such inflows to reach \$500m next year.

According to Upfine Securities, a stockbroker which alone in Morocco provides market research in corporate finance, the total volume of foreign investment in Morocco, including the aforementioned \$200m, is set to top \$1bn this year.

Trading volume so far in 1994 has reached Dh7bn, which amounts to a 97 per cent increase against the first 11 months of 1993. The overall share index has risen by 36 per cent. However, the bourse does have some very illiquid shares, making the market more attractive for wealthy individuals or funds than individual investors.

The reform of the bourse, approved in September 1992, is still in the process of being implemented, and is based on the French model. It involves converting the market into a limited company in which the stockholders are shareholders.

Its aims include better company information – up to now a very opaque area as most companies are family owned and operated and accounts are seldom audited by international auditing firms; more protection for investors; and a broader range of financial instruments.

The reforms have prompted the emergence of investment funds. The largest include the \$25m Morocco Fund, jointly owned by ONA, the kingdom's largest company, and Salomon Brothers; the \$15m Fund, jointly owned by three Moroccan banks, the International Finance Corporation and Spain's Banco Exterior; a \$30m fund set up by Framling, a subsidiary of Crédit Commercial de France and the International Finance Corporation and another by Morgan Stanley Africa Investment Fund.

ONA has further contributed to the modernisation of the financial system by a capital increase last May which took the form of the largest share issue ever in the country, worth \$120m. ONA allowed foreign investors to buy into its capital, one third of which is now owned by Morgan Stanley, Lehman Brothers, Paribas, BSN Danone and Assurances Générales de France. George

Soros's Quantum Emerging Growth Fund bought a 2 per cent stake for \$40m, last April. The reasons for the interest in Morocco provokes abroad are easy to see. Mr Pierre Lasserre who runs Finmarc, the largest money broker in Paris, last year bought a 47.5 per cent stake in Uplink Securities, which has just gained a seat on the Casablanca stock exchange. Mr Lasserre sees "many opportunities in Morocco" and was keen to "back a group of energetic and enterprising young Moroccans".

All however is not plain sailing, as the minister for privatisation, Mr Abderrahmane Seadi, publicly acknowledged after the privatisation of SNI. Demand for the shares of SNI, a holding company whose interests include cement, drinks and the financial sector, was very strong, but the manner in which shares were allocated has left a sour taste in the mouths of some investors.

SNI shares have since fallen back to Dh400 as many individual buyers who bought them on borrowed money have been forced to realise their gains to

pay their creditors back. Further criticism focused on the role of the agent bank for the sale, Banque Populaire, whose back room operations were described as a "shambles of red tape".

Faster progress in the broader aim of liberalising the management of Morocco's financial sector is handicapped by three factors: the absence of money and foreign exchange markets and hence the impossibility of currency hedging and the absence of market driven interest rates, for which the IMF has been pressing for two years.

The Banque al Maghrib, the central bank, and leading Moroccan banks are according to observers, dragging their feet because they are comfortably set in their old ways and fearful of change.

Of the two institutional tranches, 35 per cent was sold to Moroccan institutions, which cannot sell the shares for five years, and a further 16 per cent went to Moroccan and foreign institutions. The commission which oversees privatisation operations set the minimum price per share for the two institutional tranches at Dh325, but successful bidders bought the shares at Dh250.

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Kenya
The head of the Nairobi bourse, the largest in east Africa, has urged the government to accelerate the sale of companies and broaden the range of stocks available to investors, agencies report.

The Nairobi stock exchange

currently has a capitalisation

of \$2.2bn and is to be opened to foreign investment from January.

■ Bahamas

The Bahamas aims to launch a stock exchange in 1995 with assistance from the Inter-American Development Bank, Reuter reports.

The IADB said that the long-term intention was to harmonise the existing four Caribbean stock exchanges, and nine others in Central America. The Bahamas exchange would join ones already operating in Jamaica, Barbados, Trinidad and the Dominican Republic.

Some 10 to 12 government enterprises are expected to be privatised in the coming months in the Bahamas. The former British colony is one of the world's largest offshore banking centres.

● Edited by John Pitt. Further coverage of emerging markets appears daily on the World Stock Markets page.

CURRENCIES

Markets watch Fed and Buba

Meetings of the Federal Open Market Committee tomorrow, and the Bundesbank council on Thursday, offer foreign exchanges their best possibility of excitement in the final days of 1994.

The only other country that might provide some pre-Christmas excitement is Italy, where the lira remains vulnerable to further political setbacks. The government faces a possible defeat in a no-confidence vote this week.

The dollar is probably vulnerable to a decision from the Fed to keep rates on hold into

the new year. It has risen about 5.5 per cent against the D-Mark, and 3.5 per cent against the yen, since late October.

To some extent, this appreciation has been built around the expectation of the Fed moving aggressively to curb inflationary pressures.

Following weaker than expected inflation data last week, however, expectations of the Fed sanctioning higher rates tomorrow have receded. Some observers, however, believe the odds on a move are 50:50, citing evi-

dence of strong consumer spending as a countervailing argument.

In Germany the balance of opinion overwhelmingly favours the Bundesbank leaving rates unchanged. Nothing, however, should be taken for granted. The German central bank is well known for the pleasure it takes in defying market expectations.

WORLD BOND MARKETS: This Week

NEW YORK

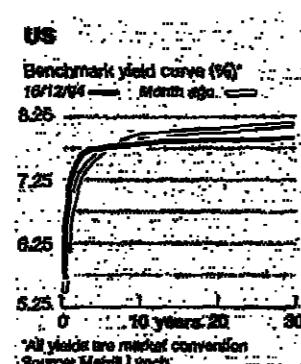
Tony Jackson

There will be an element of nervousness in the bond market tomorrow, as the Federal Open Market Committee meets to discuss policy.

Although further tightening is on the cards, few expect the Fed to move only a month after its last unexpectedly sharp increase. But as pessimists point out, there is still no indication of final demand in the economy slowing down. Therefore, the longer the Fed leaves it, the more likely it is that the next rise will be another big one.

The main economic news this week starts tomorrow with the release of October's trade figures. Wednesday brings the first projections from corporations of their capital expenditure next year, along with actual spending in this year's third quarter.

On Thursday comes the final figure for third-quarter GDP growth (presumed to remain close to the preliminary figure of 3.9 per cent) and the implicit



All yields are market convention
Source: Merrill Lynch

LONDON

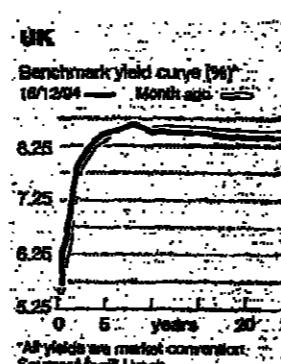
Philip Coggan

Trading volumes are likely to be sluggish in the week leading up to Christmas as dealers indulge in seasonal celebrations.

The economic statistics on offer are unlikely to disturb the festivities; the broad measure of money supply (M4) and the non-European Union trade figures rarely move the market, and Thursday's third-quarter GDP figure is expected to be unchanged from the last estimate.

More significant could be the publication, on Wednesday, of the minutes of the November 2 meeting between Mr Kenneth Clarke, chancellor of the exchequer, and Mr Eddie George, governor of the Bank of England. With the market expecting a further base rate rise in the first quarter of 1995, the governor's views on inflationary indicators will be closely watched.

Attention will also be focused abroad, and in particular on the US Federal Reserve's open market



All yields are market convention
Source: Merrill Lynch

committees meeting in Washington tomorrow.

Ms Katy Peters, senior economist at Daiwa Europe, thinks the Fed will not tighten and the Bundesbank's M3 money supply target will indicate little need for a further rise in German rates.

In such circumstances, and given her view that a lot of bad news on interest rates is already priced into the market, she thinks there is scope for short gilts to rally.

Avid Bundesbank watchers will be keeping a close eye on this week's meeting of the German central bank's council - at which the money supply target for 1995 will be set - to see what clues emerge about monetary policy.

The Bundesbank has made no interest rate changes since May and economists are divided as to when rates will start heading upwards again.

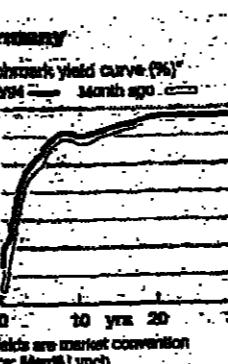
This year, M3 has soared alarmingly before recently falling back to within striking distance of the target range of 4 per cent to 6 per cent. The 1995 target is expected to be at the same.

For the moment the Bundesbank is keeping the markets calm, knowing how volatile they have been as bond market rates have risen in the wake of US anti-inflationary moves.

Next year is likely to be a lot calmer for the bond market than 1994 has been. The 10-year bond yield started the year at 5.55 per cent, its lowest since

FRANKFURT

Andrew Fisher



All yields are market convention
Source: Merrill Lynch

1996, and reached a high of 7.8 per cent in October, from which it has eased slightly.

Commerzbank expects the 1996 level to average 6.8 per cent, with a similar level for 1997.

The favourable inflation trend and the easing in M3 provide a stable basis for the bond market, the bank argues, with domestic investors expected to become more enthusiastic.

TOKYO

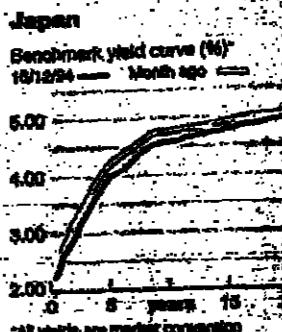
Robert Paton

Bond prices in Tokyo ended the week little changed in a market that has become directionless as traders await developments. The benchmark 10-year government bond ended the week at 5.84%, yielding 4.55% per cent, compared with 4.62 per cent a week earlier. On Friday, bonds moved in the opposite direction to stocks, rising in early trading, then sliding back towards the close.

The easy credit stance of the Bank of Japan continues to mitigate against higher interest rates in the near term. By the end of the week, the BoJ had injected Y1.100tn into the money market, including Y300tn in loans to commercial banks.

The total, which was on the high side of market expectations, included about Y150tn in three-month CDs issued at 3.34 per cent, which found a ready market with short-term fund managers who see little chance of a rate rise.

On Friday, outgoing BoJ



All yields are market convention
Source: Merrill Lynch

governor Mr Yasushi Mieno called for the injection of sufficient liquidity into the economy for banks to trade the non-performing loans that are the legacy of the bursting of the 'bubble economy'.

Mr Mieno also said Japan's current account surplus must be reduced by correcting the imbalance between savings and investment in Japan. Mr Yasuo Matsubara, his successor, is expected to tread much the same path.

Capital & Credit

Uncertainty remains over Nordic bonds

For investors in the Nordic government bond markets, this has been a year of uncertainty.

They have had to deal with a general election in Sweden, EU referenda in Norway, Sweden and Finland, and recovery from recession in all four countries that has left investors extremely nervous about whether there will be a new surge in inflation.

What is more, these uncertainties have arisen against a background of a spectacular deterioration in bond markets worldwide that has had a particularly severe impact on the Nordic region.

However, the most dominant concern - for investors in the Swedish and Finnish markets, at least - has been the state of the countries' public finances.

Uncertainty has revolved around the ability and willingness of the Swedish authorities, in particular, to bring under control a budget deficit expected to reach 1.8 per cent of gross national product in the current year and a national debt that is now approaching 50 per cent of GNP.

This uncertainty remains. Although yields in Sweden - and in the other Nordic countries - have fallen since the autumn as a relative calm has settled on international bond markets generally, Scandinavian investors - and in Sweden's bond market in particular - remain extremely wary.

The election in September in Sweden ushered in a new government, under Social Democrat Mr Ingvar Carlsson, which immediately signalled its intent to be strict on public spending.

That, and Sweden's decision to join the EU, which many will impose an anti-inflation discipline on the government, provided a boost for the Swedish market.

Nevertheless, investors will be watching next month's budget closely for an indication of how strict the government really intends to be on public spending - there was a wobble in the bond market last week at talk that taxes may be raised instead of spending cut.

"It was no big deal [the rumour was that the government would raise a tax on

bank profits instead of cutting public consumption] but the market is very sensitive to any sign that the government is not keen on cutting spending at the moment," said Mr Niels Christensen, Nordic analyst at Technical Data in London.

Another uncertainty facing Sweden is the possibility that the country's credit rating may be downgraded.

In October, Moody's Investors Service, the US credit rating agency, warned that the country's Aa2 rating had been put on review for possible downgrade because of its rising public sector debt. If this happens, it could raise significantly Sweden's borrowing costs and lead to a jump in yields.

Another, more longer-term risk is inflation. With expected GNP growth of 3.4 per cent in 1995, there are already some signs of significant cost pressures in the bond market last week that taxes may be raised instead of spending cut.

The prospects for Norway's government bond market are perhaps brighter, although it is the smallest and least liquid of the Scandinavian markets and the one which has least inter-

est for international investors.

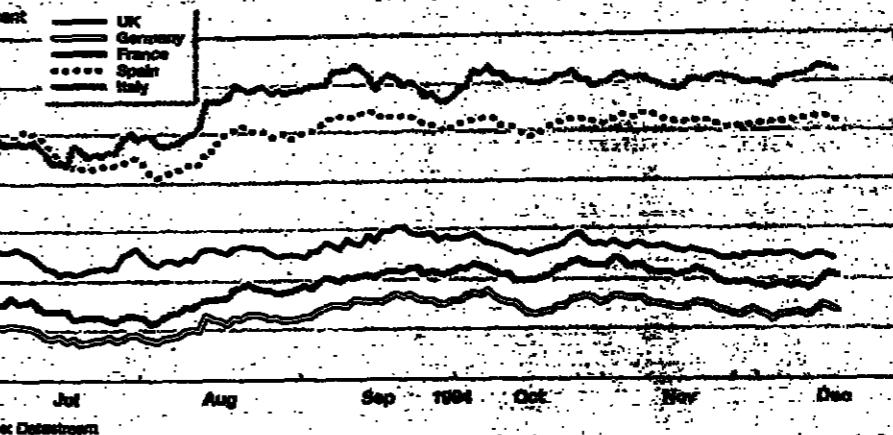
Certainly, its fundamentals - a current account surplus and subdued inflation - are supportive, and since the decision at the referendum not to join the EU, there has been a dramatic rally in the Norwegian bond market - the 10-year yield has now fallen by more than one percentage point since the peak in September and the yield spread against Germany has narrowed significantly.

"Unlike the UK, which is at a similar stage in the economic cycle, Denmark has interest rates on hold and has only begun to gradually reverse the stimulative fiscal policy it embarked upon in 1993-94," said Mr Darren Cullen, Scandinavia economist at Salomon Brothers in London. "Many are bullish about Denmark, but until it signals a stronger anti-inflationary stance I'm not convinced," he said.

"Unlike the UK, which is at a similar stage in the economic cycle, Denmark has interest rates on hold and has only begun to gradually reverse the stimulative fiscal policy it embarked upon in 1993-94," said Mr Darren Cullen, Scandinavia economist at Salomon Brothers in London. "Many are bullish about Denmark, but until it signals a stronger anti-inflationary stance I'm not convinced," he said.

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10-year benchmark bond yields



INTEREST RATES AT A GLANCE

	USA	Japan	Germany	Sweden	UK
Discount	4.76	1.78	4.92	5.00	4.00
Overnight	5.20	2.20	5.20	5.20	4.00
Three month	5.21	2.21	5.21	5.21	4.01
One year	5.13	2.50	5.13	5.20	4.06
Five year	5.76	3.38	5.18	5.20	4.06
Ten year	7.81	4.50	7.47	7.40	4.12

10-year benchmark bond yields
Source: Bloomberg

US TREASURY BOND FUTURES (CET) STANDING QUOTE

Open Settled Change

Dec 99-10 100-01 100-01 -0.00

Mar 99-12 99-14 99-14 -0.01

Jun 99-22 99-01 99-01 -0.02

Oct 99-26 99-01 99-01 -0.02

Dec 99-30 99-01 99-01 -0.02

Mar 00-03 99-01 99-01 -0.02

Jun 00-06 99-01 99-01 -0.02

Oct 00-09 99-01 99-01 -0.02

Dec 00-12 99-01 99-01 -0.02

Mar 01-05 99-01 99-01 -0.02

Jun 01-08 99-01 99-01 -0.02

Oct 01-11 99-01 99-01 -0.02

Dec 01-14 99-01 99-01 -0.02

Mar 02-07 99-01 99-01 -0.02

Jun 02-10 99-01 99-01 -0.02

Oct 02-13 99-01 99-01 -0.02

Dec 02-16 99-01 99-01 -0.02

Mar 03-09 99-01 99-01 -0.02

Jun 03-12 99-01 99-01 -0.02

Oct 03-15 99-01 99-01 -0.02

Dec 03-18 99-01 99-01 -0.02

Mar 04-01 99-01 99-01 -0.02

Jun 04-04 99-01 99-01 -0.02

Oct 04-07 99-01 99-01 -0.02

Dec 04-10 99-01 99-01 -0.02

Mar 05-03 99-01 99-01 -0.02

Jun 05-06 99-01 99-01 -0.02

Oct 05-09 99-01 99-01 -0.02

Dec 05-12 99-01 99-01 -0.02

Mar 06-05 99-01 99-01 -0.02

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Oct 09-11 99-01 99-01 -0.02

Dec 09-14 99-01 99-01 -0.02

Mar 00-01 99-01 99-01 -0.02



There is only one problem with a car designed by computer. It looks just that; designed by computer: functional, predictable, soulless. That's why we entrusted the design of the GS300 to Giorgetto Giugiaro. The result is perfection down to the smallest detail. Like the LS400, the GS300 is a perfect union of aesthetics with technology. For instance, everything, from the headlights to the door handles, has been designed to create the lowest possible wind resistance. Inside, a choice of leather or velour upholstery, air conditioning and

7 speaker CD player, defies the notion that beauty is only skin deep. Under the bonnet, the GS300's 212 hp (156 kW), 3-litre, 24 valve engine is mounted on its own sub-frame, before it is assembled on the body to absorb the slightest vibration. Its 4-speed automatic transmission adapts to the driver's mood and its independent double wishbone suspension guarantees high speed stability, confident braking and precise cornering. For peace of mind, the GS300 comes equipped with a host of safety measures. Advanced electronic ABS

brakes and seat belt pre-tensioners are standard, as are driver and front seat passenger airbags. However, to truly understand what we mean by 'the relentless pursuit of perfection', get behind the wheel of the Lexus GS300. A test drive is worth a thousand words.

LEXUS
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Lexus GS300. The pursuit of perfection drives the pursuit of pleasure.

CURRENCIES AND MONEY

POUND SPOT FORWARD AGAINST THE POUND

Dec 15	Closing mid-point	Change on day	Bid/offer	Day's Mid	Day's low	Day's high	One month Rate	%PA	Three months Rate	%PA	One year Rate	%PA	Bank of England Index
Europe													
Australia	127.2907	-0.0203	818 - 901	127.3202	127.2265	127.2788	1.0	127.2063	1.3	115.4			
Belgium	50.4693	-0.024	375 - 471	50.5650	50.4330	50.4945	-0.5	50.3643	0.8	49.8043	1.3	117.1	
Denmark	7.2045	-0.024	220 - 320	7.2438	7.1811	7.2521	-0.4	7.0547	-0.2	6.9512	0.3	115.7	
France	7.8457	-0.0202	594 - 674	7.8250	7.7520	7.8451	0.5	7.8474	0.3	8.4113	0.6	109.8	
Germany	124.2481	-0.0209	547 - 574	124.2472	124.2361	124.2505	0.5	124.2409	0.5	124.1813	1.6	126.3	
Greece	378.4841	-0.02	880 - 920	378.454	378.367	378.405	-0.1	378.405	-0.1	378.367	-0.1	378.367	
Ireland	1.0174	-0.004	167 - 170	1.0176	1.0158	1.0186	-0.2	1.0158	0.3	1.0144	0.2	105.1	
Italy	1.2567/07	-0.024	408 - 540	1.2560/03	1.2544/92	1.2551/57	-3.1	1.2572/72	-2.9	1.2527/2	-2.8	73.0	
Luxembourg	1.7745	-0.024	275 - 311	1.7556/50	1.7430/30	1.7494/54	-0.5	1.7536/43	0.5	1.7406/2	1.3	117.1	
Netherlands	7.7478	-0.024	500 - 520	7.7289	7.7465	7.7474	0.7	7.7433	0.8	7.7076	1.5	121.0	
Norway	10.7714	-0.0022	928 - 958	10.7339	10.6919	10.7477	0.9	10.7183	0.9	10.7044	0.1	88.0	
Portugal	152.2254	-0.0206	875 - 915	151.2254	151.1954	151.2254	-0.5	151.2254	-0.5	151.2254	-0.5	151.2254	
Spain	206.2320	-0.0011	102 - 261	206.740	206.561	206.565	-2.1	206.2445	-2.1	206.057	-1.8	18.0	
Sweden	110.7708	-0.0008	882 - 912	110.9239	110.7149	110.977	-1.7	110.8303	0.7	110.4403	1.4	75.6	
Switzerland	2.0702	-0.0004	747 - 778	2.0800	2.0742	2.0721	-2.4	2.0855	-2.1	2.0798	2.7	120.6	
UK	1.2584	-0.0003	877 - 891	1.2581	1.2571	1.2688	0.1	1.2582	0.1	1.2523	0.4	80.4	
USA	-0.0301/61	-	-	-	-	-	-	-	-	-	-	-	SDR

Dec 16	Closing mid-point	Change on day	Bid/offer	Day's Mid	Day's low	Day's high	One month Rate	%PA	Three months Rate	%PA	One year Rate	%PA	JP Morgan Index
Europe													
Australia	127.2907	-0.0203	818 - 901	127.3202	127.2265	127.2788	1.0	127.2063	1.3	115.4			
Belgium	50.4693	-0.024	375 - 471	50.5650	50.4330	50.4945	-0.5	50.3643	0.8	49.8043	1.3	117.1	
Denmark	7.2045	-0.024	220 - 320	7.2438	7.1811	7.2521	-0.4	7.0547	-0.2	6.9512	0.3	115.7	
France	7.8457	-0.0202	594 - 574	7.8250	7.7520	7.8451	0.5	7.8474	0.3	8.4113	0.6	109.8	
Germany	124.2481	-0.0209	547 - 574	124.2472	124.2361	124.2505	0.5	124.2409	0.5	124.1813	1.6	126.3	
Greece	378.4841	-0.02	880 - 920	378.454	378.367	378.405	-0.1	378.405	-0.1	378.367	-0.1	378.367	
Ireland	1.0174	-0.004	167 - 170	1.0176	1.0158	1.0186	-0.2	1.0158	0.3	1.0144	0.2	105.1	
Italy	1.2567/07	-0.024	408 - 540	1.2560/03	1.2544/92	1.2551/57	-3.1	1.2572/72	-2.9	1.2527/2	-2.8	73.0	
Luxembourg	1.7745	-0.024	500 - 520	1.7289	1.7465	1.7474	0.7	1.7433	0.8	1.7076	1.5	121.0	
Netherlands	7.7478	-0.024	500 - 520	7.7289	7.7465	7.7474	0.7	7.7433	0.8	7.7076	1.5	121.0	
Norway	10.7714	-0.0022	928 - 958	10.7339	10.6919	10.7477	0.9	10.7183	0.9	10.7044	0.1	88.0	
Portugal	152.2254	-0.0206	875 - 915	151.2254	151.1954	151.2254	-0.5	151.2254	-0.5	151.2254	-0.5	151.2254	
Spain	206.2320	-0.0011	102 - 261	206.740	206.561	206.565	-2.1	206.2445	-2.1	206.057	-1.8	18.0	
Sweden	110.7708	-0.0008	882 - 912	110.9239	110.7149	110.977	-1.7	110.8303	0.7	110.4403	1.4	75.6	
Switzerland	2.0702	-0.0004	747 - 778	2.0800	2.0742	2.0721	-2.4	2.0855	-2.1	2.0798	2.7	120.6	
UK	1.2584	-0.0003	877 - 891	1.2581	1.2571	1.2688	0.1	1.2582	0.1	1.2523	0.4	80.4	
USA	-0.0301/61	-	-	-	-	-	-	-	-	-	-	-	SDR

DOLLAR SPOT FORWARD AGAINST THE DOLLAR

Dec 16	Closing mid-point	Change on day	Bid/offer	Day's Mid	Day's low	Day's high	One month Rate	%PA	Three months Rate	%PA	One year Rate	%PA	JP Morgan Index
Europe													
Australia	127.2907	-0.0203	818 - 901	127.3202	127.2265	127.2788	1.0	127.2063	1.3	115.4			
Belgium	50.4693	-0.024	375 - 471	50.5650	50.4330	50.4945	-0.5	50.3643	0.8	49.8043	1.3	117.1	
Denmark	7.2045	-0.024	220 - 320	7.2438	7.1811	7.2521	-0.4	7.0547	-0.2	6.9512	0.3	115.7	
France	7.8457	-0.0202	594 - 574	7.8250	7.7520	7.8451	0.5	7.8474	0.3	8.4113	0.6	109.8	
Germany	124.2481	-0.0209	547 - 574	124.2472	124.2361	124.2505	0.5	124.2409	0.5	124.1813	1.6	126.3	
Greece	378.4841	-0.02	880 - 920	378.454	378.367	378.405	-0.1	378.405	-0.1	378.367	-0.1	378.367	
Ireland	1.0174	-0.004	167 - 170	1.0176	1.0158	1.0186	-0.2	1.0158	0.3	1.0144	0.2	105.1	
Italy	1.2567/07	-0.024	408 - 540	1.2560/03	1.2544/92	1.2551/57	-3.1	1.2572/72	-2.9	1.2527/2	-2.8	73.0	
Luxembourg	1.7745	-0.024	500 - 520	1.7289	1.7465	1.7474							

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Notes

Wk% Dr

Dividends

Last

Price

Change

Date

Price

4 pm close December 19

NYSE COMPOSITE PRICES

NASDAQ NATIONAL MARKET

4 pm close December 19

Continued from previous page

Stock	Mr	Y	Mr	High	Low	Close	Chg	Stock	Mr	Y	Mr	High	Low	Close	Chg
2172 Satyam	1.52	12	17	702	201	192	-1.52	3424 Taurus	1.76	49	15	1771	1771	1771	-1.76
2173 Satyam	0.18	18	19	3256	201	192	-0.18	2172 Satyam	0.59	72	18	2025	2025	2025	-0.59
2174 Satyam	0.05	18	19	2781	151	151	-0.05	2173 Satyam	0.59	72	18	2025	2025	2025	-0.59
2175 Satyam	0.20	18	19	3256	201	192	-0.20	2174 Satyam	0.59	72	18	2025	2025	2025	-0.59
2176 Satyam	0.10	18	19	2782	151	151	-0.10	2175 Satyam	0.59	72	18	2025	2025	2025	-0.59
2177 Satyam	1.00	18	19	3153	308	308	-1.00	2178 Satyam	0.59	72	18	2025	2025	2025	-0.59
2178 Satyam	1.00	18	19	3153	308	308	-1.00	2179 Satyam	0.59	72	18	2025	2025	2025	-0.59
2179 Satyam	1.00	18	19	3153	308	308	-1.00	2180 Satyam	0.59	72	18	2025	2025	2025	-0.59
2180 Satyam	1.00	18	19	3153	308	308	-1.00	2181 Satyam	0.59	72	18	2025	2025	2025	-0.59
2181 Satyam	1.00	18	19	3153	308	308	-1.00	2182 Satyam	0.59	72	18	2025	2025	2025	-0.59
2182 Satyam	1.00	18	19	3153	308	308	-1.00	2183 Satyam	0.59	72	18	2025	2025	2025	-0.59
2183 Satyam	1.00	18	19	3153	308	308	-1.00	2184 Satyam	0.59	72	18	2025	2025	2025	-0.59
2184 Satyam	1.00	18	19	3153	308	308	-1.00	2185 Satyam	0.59	72	18	2025	2025	2025	-0.59
2185 Satyam	1.00	18	19	3153	308	308	-1.00	2186 Satyam	0.59	72	18	2025	2025	2025	-0.59
2186 Satyam	1.00	18	19	3153	308	308	-1.00	2187 Satyam	0.59	72	18	2025	2025	2025	-0.59
2187 Satyam	1.00	18	19	3153	308	308	-1.00	2188 Satyam	0.59	72	18	2025	2025	2025	-0.59
2188 Satyam	1.00	18	19	3153	308	308	-1.00	2189 Satyam	0.59	72	18	2025	2025	2025	-0.59
2189 Satyam	1.00	18	19	3153	308	308	-1.00	2190 Satyam	0.59	72	18	2025	2025	2025	-0.59
2190 Satyam	1.00	18	19	3153	308	308	-1.00	2191 Satyam	0.59	72	18	2025	2025	2025	-0.59
2191 Satyam	1.00	18	19	3153	308	308	-1.00	2192 Satyam	0.59	72	18	2025	2025	2025	-0.59
2192 Satyam	1.00	18	19	3153	308	308	-1.00	2193 Satyam	0.59	72	18	2025	2025	2025	-0.59
2193 Satyam	1.00	18	19	3153	308	308	-1.00	2194 Satyam	0.59	72	18	2025	2025	2025	-0.59
2194 Satyam	1.00	18	19	3153	308	308	-1.00	2195 Satyam	0.59	72	18	2025	2025	2025	-0.59
2195 Satyam	1.00	18	19	3153	308	308	-1.00	2196 Satyam	0.59	72	18	2025	2025	2025	-0.59
2196 Satyam	1.00	18	19	3153	308	308	-1.00	2197 Satyam	0.59	72	18	2025	2025	2025	-0.59
2197 Satyam	1.00	18	19	3153	308	308	-1.00	2198 Satyam	0.59	72	18	2025	2025	2025	-0.59
2198 Satyam	1.00	18	19	3153	308	308	-1.00	2199 Satyam	0.59	72	18	2025	2025	2025	-0.59
2199 Satyam	1.00	18	19	3153	308	308	-1.00	2200 Satyam	0.59	72	18	2025	2025	2025	-0.59
2200 Satyam	1.00	18	19	3153	308	308	-1.00	2201 Satyam	0.59	72	18	2025	2025	2025	-0.59
2201 Satyam	1.00	18	19	3153	308	308	-1.00	2202 Satyam	0.59	72	18	2025	2025	2025	-0.59
2202 Satyam	1.00	18	19	3153	308	308	-1.00	2203 Satyam	0.59	72	18	2025	2025	2025	-0.59
2203 Satyam	1.00	18	19	3153	308	308	-1.00	2204 Satyam	0.59	72	18	2025	2025	2025	-0.59
2204 Satyam	1.00	18	19	3153	308	308	-1.00	2205 Satyam	0.59	72	18	2025	2025	2025	-0.59
2205 Satyam	1.00	18	19	3153	308	308	-1.00	2206 Satyam	0.59	72	18	2025	2025	2025	-0.59
2206 Satyam	1.00	18	19	3153	308	308	-1.00	2207 Satyam	0.59	72	18	2025	2025	2025	-0.59
2207 Satyam	1.00	18	19	3153	308	308	-1.00	2208 Satyam	0.59	72	18	2025	2025	2025	-0.59
2208 Satyam	1.00	18	19	3153	308	308	-1.00	2209 Satyam	0.59	72	18	2025	2025	2025	-0.59
2209 Satyam	1.00	18	19	3153	308	308	-1.00	2210 Satyam	0.59	72	18	2025	2025	2025	-0.59
2210 Satyam	1.00	18	19	3153	308	308	-1.00	2211 Satyam	0.59	72	18	2025	2025	2025	-0.59
2211 Satyam	1.00	18	19	3153	308	308	-1.00	2212 Satyam	0.59	72	18	2025	2025	2025	-0.59
2212 Satyam	1.00	18	19	3153	308	308	-1.00	2213 Satyam	0.59	72	18	2025	2025	2025	-0.59
2213 Satyam	1.00	18	19	3153	308	308	-1.00	2214 Satyam	0.59	72	18	2025	2025	2025	-0.59
2214 Satyam	1.00	18	19	3153	308	308	-1.00	2215 Satyam	0.59	72	18	2025	2025	2025	-0.59
2215 Satyam	1.00	18	19	3153	308	308	-1.00	2216 Satyam	0.59	72	18	2025	2025	2025	-0.59
2216 Satyam	1.00	18	19	3153	308	308	-1.00	2217 Satyam	0.59	72	18	2025	2025	2025	-0.59
2217 Satyam	1.00	18	19	3153	308	308	-1.00	2218 Satyam	0.59	72	18	2025	2025	2025	-0.59
2218 Satyam	1.00	18	19	3153	308	308	-1.00	2219 Satyam	0.59	72	18	2025	2025	2025	-0.59
2219 Satyam	1.00	18	19	3153	308	308	-1.00	2220 Satyam	0.59	72	18	2025	2025	2025	-0.59
2220 Satyam	1.00	18	19	3153	308	308	-1.00	2221 Satyam	0.59	72	18	2025	2025	2025	-0.59
2221 Satyam	1.00														

FT GUIDE TO THE FORTNIGHT

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MONDAY

EU-Turkish customs union

Foreign ministers of the European Union and Turkey meet in Brussels to discuss establishment of a customs union in 1996. Opposition from Greece and human rights campaigners will probably force a postponement of a decision for a couple of months.

Bosnia: Armed forces chiefs from 11 Nato countries concerned in the Bosnian conflict meet to consider ways of reinforcing the UN mission in former Yugoslavia. They will be joined by other interested parties, including Russia and Germany, on Tuesday.

European Union fisheries ministers: meet in Brussels to sort out Spanish and Portuguese entry to Union fishing waters. Felipe Gonzalez, Spain's prime minister, will push for integration into the common fisheries policy by 1996, but the French, UK and Irish are worried about the impact on stocks.

BCCI: A settlement for creditors of the failed Bank of Credit and Commerce International proposed by liquidators Touche Ross goes before a London court.

Gulf Co-operation Council leaders: meeting in Bahrain, are expected to review their commitment to double their joint forces in the Gulf.

FT Surveys: Sweden and Czech Republic.

20-21

TUESDAY

Fed meets on interest rates

Most analysts do not expect the Federal Reserve's policy-making Open Markets Committee to raise short-term rates this side of Christmas, but a half-point rise to 6 per cent remains a possibility.

China: and its main trading partners meet in Geneva to take stock of Beijing's eight-year-old application to join the General Agreement on Tariffs and Trade and its successor, the World Trade Organisation. Gatt members will try to persuade Beijing to keep talking past its end-year deadline for a "substantive agreement".

De Beers: which accounts for at least 80 per cent of world trade in uncut diamonds, reveals its 1994 sales. After first-half sales of \$2.58bn, it eased back, so the total is expected to be about the same last year's \$4.366bn.

UK parliament rises for the Christmas recess (to Jan 10).

WEDNESDAY

Italian politics: The fate of Silvio Berlusconi's embattled right-wing coalition government will be decided by a confidence debate immediately after approval of the 1995 budget. Berlusconi will be testing whether all coalition members, especially the populist Northern League, are willing to continue his eight-month-old mandate.

22-23

THURSDAY

Say when on Schengen

Ministers from seven EU states meet in Bonn to decide when the Schengen free-travel accord should come into force.

Interior ministers: from Germany, France, the three Benelux countries, Spain and Portugal are expected to set March 26 as a date for the abolition of border controls, although France may request a 6-month transition period.

The Bundesbank central council: is to fix 1995 parameters for German money supply growth as measured by the much-maligned but stoutly-defended M1 formula. The factors influencing the decision - permissible inflation levels and potential for economic growth - will also be weighed in the routine contemplation of interest rates, which some observers persist in believing may be reduced today.

FRIDAY

Romania's left-wing minority government: faces its sixth no-confidence vote in two years in office. The opposition Democrat Party's motion was sparked by mass protests by thousands of unpaid workers in the western industrial town of Resita last week.

Holidays: Japan (Emperor's Birthday), European Union institutions close until Jan 2.

24-26

SATURDAY

Elections in Kyrgyzstan

Kyrgyzstan votes for a two-house legislature. President Askar Akayev was criticised for dissolving parliament in September, but his proposed constitutional reforms were strongly supported in a referendum the next month. Mr Akayev hopes the new parliament will give greater support to his economic reforms, which are backed by the International Monetary Fund.

Holidays: Sweden.

SUNDAY

Japan's new electoral system takes effect. It replaces the current 511-seat lower house of parliament, elected from Japan's unique multi-seat constituencies with a 300-seat parliament of 300 single-seat constituencies and 200 proportional representation seats, chosen from 11 electoral regions.

Uzbekistan: holds its first multi-party elections since independence.

Holidays: Main markets closed for Christmas Day.

MONDAY

A Turkish court is to give its verdict on 124 Islamic fundamentalists suspected of starting a hotel fire in the town of Silivri that killed 33 people attending an arts festival.



Checkers: Boris Yeltsin goes a-wassailing

31-1

SATURDAY

Treuhand shuts up shop

Germany's Treuhand privatisation agency, the world's largest holding company set up in 1990 to privatise east German industry, ceases operations. With more than 13,000 enterprises originally on its books, the agency has either sold off or shut down the region's industry. In all, it raised DM150bn (\$107bn) from investment guarantees and will save 1.5m of the 3.5m pre-1990 industrial jobs.

WEDNESDAY

US consumer confidence

The US Conference Board's December consumer confidence indicator will be scanned for signs of stabilisation after last month's 12 point-jump.

THURSDAY

US leading indicators for November

UK employers' liability insurance policies, which provide cover against workplace deaths and injuries, renewed from today will no longer offer unlimited cover. Insurance companies have imposed a basic claims limit of £10m.

FRIDAY

UK commission disclosures

Under a new regime imposed by City regulators, life insurance and pensions sales agents and advisers will have to give customers more information about the policies they sell and the costs of selling them.

Last gasp: Australia extends its anti-smoking provisions. There will be a ban on advertising smoking materials, except limited point of sale material, and on the use of brand names for promotional purposes. Packaging must bear larger health warnings.

The US's Delta Airlines begins a smoking ban on all its flights.

Century of cinema: The cinema has decided to declare 1995 its 100th birthday in a year-long celebration around the globe. Paris in December 1895 saw the first audience buy tickets for the first public moving picture show in a disused ballroom.

Holidays: Japan (markets closed to Jan 3), Philippines.

SUNDAY

Brazilian presidency

Henrique Cardoso (left) takes office. Mr Cardoso, of the Social Democratic party, was elected on October 3 and is expected to push for economic reforms to consolidate the success of the Real currency in cutting inflation.

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JOTTER PAD

Measures coming into effect on January 1 1995

The World Trade Organisation: the General Agreement on Tariffs and Trade, is launched. Gatt will continue for a one-year transition period.

Mercosur: A customs union comprising Argentina, Brazil, Uruguay and Paraguay is due to come into being. It may develop into the nucleus of a South American Free Trade Area.

Andean Pact countries: Bolivia, Colombia, Ecuador, Peru and Venezuela, enter into their own free trade agreement.

Japan: initiates a partial opening of its rice market, allowing 4 per cent of consumption to be supplied by imports.

European security: The Conference on Security and Co-operation in Europe (CSCE), which comprises all European and Commonwealth of Independent States countries and the US and Canada, changes its name to Organisation for Security and Co-operation in Europe (OSCE). This is part of an effort to upgrade the body into an umbrella organisation for European security.

European Union expands

Austria, Finland and Sweden join. The Union's territory will grow by a third, its population by 6 per cent and its GDP by 7 per cent. Norway's voters rejected membership in a referendum in November.

Austria, being rich, will have to contribute some Sch300bn (\$2.7bn) to the EU's coffers this year, aggravating a budget deficit of 5 per cent of GDP. About a third of the money comes back as adjustment payments to farmers because the Common Agricultural Policy takes immediate effect.

Consumers are the big winners, not only on food prices, but also on many service costs where protectionist walls must come down. The Austrian National Bank is joining the European Monetary System immediately and will probably join the Exchange Rate Mechanism in short order. The schilling is rigidly pegged to the D-mark, so these moves will have no noticeable effect.

Sweden and Finland: neutral Nordic neighbours who kept their distance from western Europe during the Cold War, step into the Union hoping membership will consolidate their recovery from deep recession.

Both will become net contributors to the budget; consumers should benefit from lower food prices as trade barriers fall, but Finland's highly subsidised farmers are braced for a painful adjustment to the EU's lower farm prices. Both countries are signing up for the EMS, but intend to float their currencies for the time being.

France: takes over the rotating six-month presidency of the European Union from Germany against the back-

ground of campaigning for domestic presidential elections due in May.

Free-trade agreements: between the EU and the three Baltic republics, Estonia, Latvia and Lithuania, are due to come into effect. They are a first step towards eventual accession.

European Medicines Evaluation Agency: opens shop in London. A pharmaceuticals licensing body for medicines marketed in more than one European Union country, it should streamline drug approvals.

Euro-gobbledygook: Britain's Plain English Campaign, which crusades against obscure bureaucratic language, has said it will turn its attention to Brussels. Its inside Write campaign is to monitor internal publications.

Germany's second Financial Markets Promotion Act: the legislative mainstay of a project to bring Finanzplatz Deutschland up to international standards in areas such as regulation and supervision, comes into force. Centrepiece is a ban on insider trading with five years' jail as the maximum punishment.

First victims of the legislation have been the traditional "fire-side chats" - informal pre-Christmas meetings between management and hand-picked journalists at which sensitive full-year results data were formerly

month-on-month, "year-on-year," seasonally adjusted. Statistics courtesy MMS International.

ECONOMIC DIARY

Other economic news

Tuesday: The twice-yearly economic outlook from the Paris-based Organisation for Economic Co-operation and Development will give an upbeat view of economic prospects for the OECD's 25 industrialised member states over the next two years. Governments will be urged to maintain prudent policies to secure steady growth with low inflation.

Wednesday: Britain's trade with countries outside the European Union is expected to show some improvement in November. The City consensus points to a deficit of £375m after October's mildly disappointing shortfall of £410m.

Thursday: UK third-quarter balance of payments figures will attract more attention than usual because some analysts believe the fall in the UK visible trade deficit to a near 10-year low in the three months to end-September could presage current account equilibrium or surplus.

During the week: German M3 growth is expected to slow further in November. However, the consensus forecast of 6.4 per cent annualised growth from the base in last year's final quarter would still be above the 4 per cent to 6 per cent target range.

ACROSS
1 One exploiting people is looking round the back for it (12)
10 Waited near hospital, unused to journalist (7)
12 Spent convivial free in marquis (7)
13 Tease redhead and friend (5)
13 Old lady in Issue One's settled abroad (5)
15 Painter where you might find papa? (10)
16 Girl's love for idol (4)
18 Scuttle round concealed from gangster (4)
20 Hand fell backwards after a twist (10)
22 Brown accepts ICI work before becoming optometrist (6)
24 They cline on when one struggles (5)
26 Candidate takes one running round colliery (7)
27 Take control: start performing live (7)
28 Wrongly portray miser dancing here (12)

Day Released Country Economic Statistic Median Forecast Previous Actual

Day	Released	Country	Economic Statistic	Median Forecast	Previous Actual
Mon.	Japan	Dec wholesale price index (1st-10 days)		0.0%	
Dec 16	Aust '94	Nov merchandise imports	4.2%	2%	
Tues.	US	Oct trade - goods & services	-\$10bn	-\$10.1bn	
Dec 20	US	Oct goods & services export (SOP)	\$80bn	\$82.7bn	
US	Oct goods & services import (SOP)	\$70bn	\$69.8bn		
US	Oct trade - goods (SOP)	-\$14.8bn			
US	Johnson Redbook revs Dec 17		-0.5%		
Japan	Oct overall pers consumption	-0.1%	2%		
France	Oct industrial production†	0.2%	-0.4%		
France	Oct manufacturing production†	0.3%	-0.6%		
UK	Nov M4†	0.4%	-0.1%		
UK	Nov M4†	3.8%	3.5%		
UK	Nov M3†	2.6%	2.6%		
UK	Nov broad money	2.8%	2.6%		
Canada	Oct retail sales†	0.6%			
Wed.	US	Nov treasury budget	-\$35bn	-\$32bn	
Dec 21	France	Nov consumer price index (final)		0.3%	
France	Nov consumer price index (final)		1.7%		
France	Oct trade balance†	FF77bn	FF69.2bn		
UK	Nov trade ex-EC	-£375m	-£401m		
Thur.	US	3rd qtr gross domestic prod (final)	3.9%	3.9%	
Dec 22	US	3rd qtr GDP, deflator (final)	1.9%	1.9%	
US	3rd qtr after corp tax profit	2.8%	2.8%		
US	Initial claims w/e Dec				

CZECH REPUBLIC

Monday December 19 1994



Prague's Old Town Square gets ready for the Christmas festivities

A pro-business government has achieved political stability while maintaining economic growth, writes Anthony Robinson

Towards a state of grace

The inter-war Czechoslovakia which is preserved in sepia photographs and the still modern buildings of its avant-garde architecture was a prosperous, bourgeois democracy in the heart of Europe: it was a normal country. The post-communist Czech Republic, divorced from Slovakia since January 1993, is well on its way back to that state of grace.

Keeping the new state on the straight and narrow path of recovery is a pro-business government headed by an abrasive, opinionated, but undoubtedly clever, man. In style and substance, Mr Vaclav Klaus, the prime minister, far more closely resembles his political idol, Britain's Margaret Thatcher, than any of his counterparts elsewhere in a central Europe released from Soviet bondage only five years ago.

Alone among post-communist politicians, Mr Klaus managed to combine clear and unequivocal public statements about the virtues of hard work, private enterprise and free markets with a subtle manipulation of the state budget to ease the pain of transition and keep the electorate on his side.

The government will not subsidise or bail out bankrupt companies. It is prepared to act as a catalyst for change or to share in restructuring costs, but then all involved – the government, creditors and the enterprise itself – have to sacrifice something," says Mr Jiri Weigl, the prime minister's chief adviser.

Not everyone is impressed. Mr Milos Zeman, who leads the main non-communist opposition grouping, the social

democrats says: "Klaus was fine for the first, restrictive phase. His time is over. The problem is that he does not know it yet."

But neither, it seems, does an electorate which voted heavily for Mr Klaus in the June 1992 elections and reconfirmed its support by backing candidates linked to his party, the Civic Democratic party (ODS), in last month's local elections. Opinion polls also continue to give him and his party top rating. Barriers to accidents. Mr Klaus, a 52-year-old macro-economist, looks well set for another term in office as head of a coalition government after general elections scheduled for mid-1996.

The economy is his strong point. As finance minister he masterminded the economic reform strategy which came into effect in January 1991, a year after the pioneering "shock therapy" Polish reform programme. Whereas Poland faced hyper-inflation and was saddled with a \$42bn foreign debt, Mr Klaus inherited a decaying but cautiously managed economy with relatively little debt and stable prices.

While Poland and Hungary became bogged down in complicated, government-managed privatisation schemes Mr Klaus' contemptuous of the capacity of governments or bureaucracies to manage enterprises, boldly struck out on a two-stage mass privatisation programme.

The results have been spectacular. By early next year, around 80 per cent of the economy will be at least partially privatised. At that

point the fate of the Czech

democrats says: "Klaus was fine for the first, restrictive phase. His time is over. The problem is that he does not know it yet."

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CZECH REPUBLIC 2

The Czechs have managed better than most to shift from a command to a market economy while maintaining macro-economic stability through the transitional recession. The issue for next year and beyond is how far and how fast the owners and managers of the newly privatised enterprises and start-up companies can raise efficiency against a backdrop of resumed economic growth and rising foreign reserves and investment.

The government likes to boast that 80 per cent of the economy will be in private hands once the second round of mass privatisation is concluded early next year. It exaggerates. The state retains majority stakes through the national property funds in what socialists used to call "the commanding heights of the economy" - energy, steel, telecommunications and the like.

What is more, the still indirectly state-controlled commercial banks themselves control hundreds of the newly privatised enterprises through their ownership of most of the top 10 investment funds which have sprung up over the past three years.

The revamped state-owned banks still control about 80 per cent of banking business and have received large-scale state aid in order to clear their balance sheets of inherited bad debts. They still have to prove their efficiency as risk assessors and capital providers to

The main economic indicators						
Unit	1990	1991	1992	1993	1994	Latest
Real industrial growth	%	-1.2	-14.2	-6.6	-0.3	2.2
Industrial production [†]	%	-3.5	-24.4	-10.6	-5.3	1.2
Consumer prices [‡]	%	9.7	56.7	11.1	20.8	10.2
Unemployment rate [‡]	%	0.8	4.1	2.6	3.5	3.2
Convertible exports	US\$bn	4.668	5.816	7.850	10.006	10.200
Convertible imports	US\$bn	4.920	5.476	8.222	10.504	11.100
Convertible trade balance	US\$bn	-252	340	-1,372	-498	-900
Convertible current account balance	US\$bn	-127	1,186	53	279	637
Foreign direct investment [‡]	US\$bn	0.3	0.8	-1.8	2.3	2.5
Convertible external debt [‡]	US\$bn	-	-	7.5	8.7	8.7
Official foreign exchange reserves [‡]	US\$bn	-	-	0.8	3.8	5.4
Debt ratio	Years	-	-	0.5	0.3	0.4
Interest service ratio	%	-	-	5.1	4	5
Official gold reserves [‡]	m ounces	-	-	1.95	1.95	1.95
Exchange rate vs US dollar [‡]	CZK	28.0	27.8	26.9	30.0	27.7
						Nov 4

* Until 1991: companies with more than 100 employees. From 1992: companies of all sizes. † Change over previous year (annual average).

‡ At end of period. # Until 1992: Czechoslovak koruna (CSK).



The prime minister (†) with Sir Evelyn de Rothschild as N.M. Rothschild and a Czech bank join forces (see pg 1)

Anthony Robinson and Vincent Boland on economic prospects

Raising efficiency is vital

private business.

The banks insist that they have erected Chinese walls between their banking and fund management activities. Independent fund managers are not so sure that the state banks would be willing to take painful bankruptcy decisions, for example, if the net result was to expose their own bad loans to the company concerned.

Economic policymakers also face some difficult decisions in the new year if they are to

satisfy demands for clarity on the future tariff structures of public utilities. Last but not least, the recent inflow of foreign funds into the country also demands action if the Czech Republic is to maintain macro-economic stability and progress securely to single-digit inflation as desired in 1995.

The government and the Czech National Bank have different views on how to profit from the capital inflows. The CNB would like to see faster

progress towards full convertibility for the Koruna and argues that policy should concentrate on removing labour, housing and other physical bottlenecks to faster, investment-led growth.

The government, which means the prime minister himself as the ultimate decision-maker, is more cautious. With elections due in mid-1996, ministers fear the electoral fallout from over-hasty moves to raise utility tariffs or radically reduce the security of

tenants in low-cost apartments.

Construction was the first

sector to pick up, with a 20 per cent rebound in 1992 as the new owners of shops and apartments refurbished and modernised property restored to them as previous owners or bought at auction.

But broader signs of an economic upturn appeared only in May this year, fuelled by rising industrial and construction activity and a surge in tourism and other service industries, including banking and finance.

The pace of growth will

depend partly on the performance of the German economy, and partly on how the government decides to use the capital inflows that are currently being absorbed by the CNB's open market operations and domestic bond issues.

Next year the CNB forecasts GDP growth of 3 to 4 per cent, while Mr Vaclav Klaus, the prime minister, told parliament in early December that the 1995 budget estimates were predicated on a 3.3 per cent rise.

The inflows are reflected in

the form of hard currency credits by overseas banks to Czech enterprises. The loans have been used to finance the purchase of capital equipment or for working capital, on terms cheaper than those available from Czech banks.

The inflows are reflected in the Czech Republic's trade statistics, which show that import growth was much higher than the 15 per cent dollar increase in exports in 1994, leading to the virtual elimination of last year's trade surplus. With gross tourist revenues running at more than \$1.5bn over the first nine months of 1994, the overall current account is expected to show a surplus of about \$200m in 1994.

But if the government opts for a strategy of investment-led growth next year, the most likely result would be a substantial trade deficit, although again the high rate of tourist and other invisible earnings

will come when it formulates a

price structure for SPT Telecom, the national telecommunications company. The state is selling 27 per cent of SPT to a foreign investor and the new structure will have a crucial bearing on the price to be paid

for the price structure for SPT Telecom will test the government's attitude to higher utility prices

for the state. The overall aim is to "rebalance" prices, raising domestic call charges while lowering international charges, currently among the highest in the region. It is a delicate political and commercial balancing act.

Despite the government's ceaseless free market rhetoric, it remains actively involved in big strategic investment projects

should allow for a surge in imports without pushing the current account of the balance of payments into deficit.

The government has agreed to consider higher energy prices from next year, but the proposed increases, averaging about 12 per cent, have not satisfied producers. CEZ, the electricity monopoly, says it will lose money on domestic customers even with the price rises.

A test of the government's attitude to higher utility prices

is whether it will follow well-trodden paths. The principal challenge in 1995 will be to raise the level of managerial skills and efficiency in thousands of privatised former state enterprises across the country.

Where the strategic vision

has succeeded is in ensuring that this is no longer a job for the government but for Mr Klaus's army of new shareholders, investment funds, managers and workers. They now hold the fate of most Czech enterprises in their own hands. Good corporate governance is the need now and will decide how the economy as a whole shapes up in preparation for full membership of the EU early next century.

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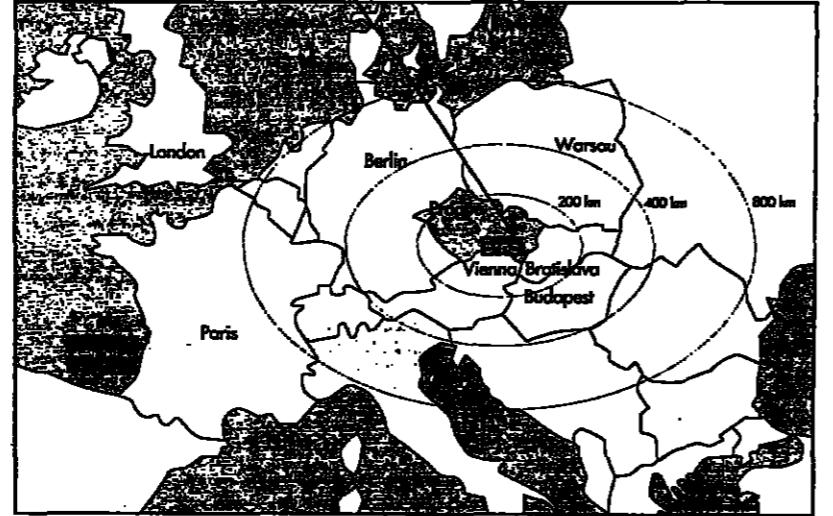
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BRNO

CZECH REPUBLIC



CROSSROADS OF CENTRAL EUROPE

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Dr. von Koerber Vice president of ABB responsible for European region. (ABB employs over 4000 people in the City).

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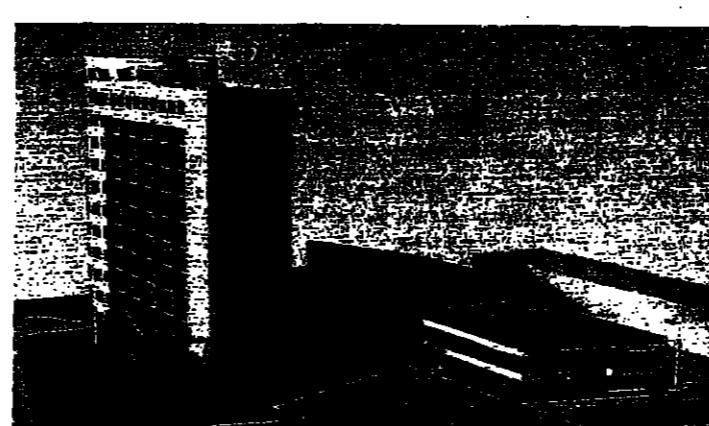
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Fax: +42 5 41211874

Mr. Michel Štef
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Fax: +42 5 41211874

Reserves grow

Relatively high interest rates and the prospect of Koruna revaluation in the event of full convertibility keep foreign funds flowing in. Every day for the past few months, the CNB has been buying foreign currency at the regular 11am forex fixing session, writes Anthony Robinson. So far this year, it has drained \$3.4bn of liquidity from the markets, pushing reserves up to \$5.6bn by early December. This is after repayment ahead of schedule of International Monetary Fund loans totalling \$1.07bn. Reserves in the banking system as a whole, at about \$3.3bn, are roughly equivalent to a quarter of the estimated \$35bn gross domestic product for 1994.

This means that at the end of its second year of independence, the Czech Republic is essentially free of foreign debt. Psychologically, that is gratifying, especially after the initial worry prompting the central bank to borrow abroad to bolster reserves shortly after the January 1993 divorce from Slovakia.

But the inflows, much of which are speculative, have disturbing implications for money supply and inflation control. The CNB is struggling to keep inflation for 1995 within its target of 10 per cent. Mr Josef Tošovský, governor of the CNB, warns: "It will be much harder to reduce inflation to 8 per cent in 1995 against a background of rising economic growth."

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The official rhetoric is triumphant. Privatisation in the Czech Republic is complete, victory declared. A programme of mass asset sales for vouchers covers 1,500 companies. According to the government, once shares from the second and final wave of sales for vouchers are distributed in February, 80 per cent of the economy will be in private hands.

But while Czech privatisation has been broad, a question remains over how deep.

Privatisation has broken the umbilical cord between the state and enterprises. Managers are now to a large extent free of governmental interference.

Fears that mass distribution of shares would leave owners, each with a tiny fragment, impotent have proved unfounded. About two thirds of Czechs participating in the mass privatisation scheme entrusted their vouchers to special investment funds. These can take stakes of up to 20 per cent in individual companies.

In the second wave of mass privatisation alone, 349 funds and about 2m individuals bid for shares, but the 15 largest institutions picked up 40 per cent of what was on offer leaving share ownership more concentrated than in the UK or US.

But while managers have proved surprisingly responsive to their new owners the funds

themselves seem unsure of what to do with their sudden power. The few western-controlled funds behave like their western counterparts, but most are passive. Attempts to revamp management often run into opposition from the largest domestic funds. ZB-Trust, a subsidiary of a German-Czech bank, says it initiated shake-ups but could never gather sufficient support from other shareholders.

Institutional investors in the UK or US, while rarely forcing management changes, do drop the shares of companies with which they are unhappy. The large Czech funds do not. "The majority of funds are very bureaucratic," says Mr Tibor Nemes, director of the capital markets department of Ceska Sporitelna. "Call me in a week after our investment committee meets and then we can decide," they say.

Lack of experience is part of the problem. Mr Nemes talks dismissively of "so-called fund managers" and says: "They are not fund managers, they have no experience."

Another explanation is that fund managers are not primarily interested in pleasing their

investors. The fee structure for Czech fund managers encourages them to increase the worth of the holdings they control, but not necessarily the return to shareholders. Standard fees are 2 per cent of net asset value a year.

But there are many other ways of making fund management pay. At one extreme are the fraudsters that use their control to enrich themselves with little regard for shareholders. But some respectable fund managers also charge

obscure "management fees".

A more serious concern is that three of the top four fund managers are subsidiaries of state-influenced Czech banks.

"You take a company con-

trolled by government and you sell to a bunch of funds controlled by banks controlled by government," says Mr Harvey Schuster of Corus, a Czech-American fund.

Government and banks deny that commands pass down this chain. But the banks' dual roles of lender and owner, through their funds, are confused, although they maintain that Chinese walls divide the parent company and its fund management subsidiary.

Mr Alex Angell of brokers

Wood & Co suggests a conflict of interest exists. "Large banks' funds have been using their influence to maintain banking links with the parent company," he says. Bank funds may also be reluctant to file for bankruptcy and force a write-off on the lending arm.

Banks have brokerage as well

as fund management subsid-

ies. The temptation is to

mil the fund management

unit through excessive broker-

age fees.

However, none of this

deracts from the broad suc-

cess of the Czech Republic's

mass privatisation. Abuses by

fund managers occur in coun-

tries with far longer traditions of

stockmarket capitalism.

There is, moreover, a tradition of compromise in Czech

business life. The passivity of

the voucher funds may reflect

that as much as encourage it. "Czechs are much more likely to sit round a table than to pull the trigger," says Mr Daniel Arbes, a partner at lawyers White & Case.

The Czech economy is still

evolving. The dominance of

funds is a transitory phase.

Already some western

investors have bought them

out in order to take control of

Czech companies. Welsh

Water's acquisition of a Czech

water utility is a good example.

Shares in SPT Telecom, the

telecoms utility, are due to be

distributed only next February

in the second wave but New

York hedge funds and Swiss

private investors have already

engaged in futures contracts to

buy shares allocated to privati-

sation funds.

Some fund managers have

foreseen takeover bids, how-

ever. The Harvard fund man-

agement group – run by con-

troversial entrepreneur, Victor

Kozeny – has instituted a "po-

son pill" arrangement that

makes it all but impossible to

seize its funds. The Czechs

have adopted the tricks of capi-

talism as well as its nobler

principles.

The ultimate market disci-

pline for fund managers is the

threat of takeover. "They are

like any manager of any busi-

ness; if it can be taken over

they are going to care more

about it," says Mr Richard Wood, managing director of Wood & Co.

The threat is there. Funds

are worth less than the sum of

their parts. Out of 18 funds fol-

lowed by Wood & Co, 11 trade

at discounts of more than a

half net asset value. Wood &

Co is trying to identify a small

fund and help take it over for a

demonstration effect that

would revitalise investments in

all funds. "That would be a

theatrical event," says Mr Wood. "Once people see that it

can happen discounts would

decrease dramatically."

Some fund managers have

foreseen takeover bids, how-

ever. The Harvard fund man-

agement group – run by con-

troversial entrepreneur, Victor

Kozeny – has instituted a "po-

son pill" arrangement that

makes it all but impossible to

seize its funds. The Czechs

have adopted the tricks of capi-

talism as well as its nobler

principles.

Nicholas Denton

While official declarations talk of the success of the privatisation programme, a number of problems remain

Czech sell-off broader than it is deep

Activist funds are in charge

Nicholas Denton on the SPT Telecom offer

The \$1bn draw

Hungary's telecoms company Matav has been sold to Deutsche Telekom and Ameritech; Poland still appears uncertain about how to conduct its telecoms privatisation.

SPT Telecom has its own special attractions. The Czech Republic is home to eastern Europe's most successful economy and must carry SPT with it. "Telecoms has to do well because otherwise they won't turn around their industrial society," says Harvey Schuster, chairman of Corus, a Czech voucher fund that has invested heavily in SPT.

Investors operating the company is well managed. Operating profit in 1993 was Kč6.5bn (\$330m). The company has little debt and will have still less: the winning western consortium will take its 27 per cent stake through a capital increase. The Czech budget is in rough balance; so all

the proceeds will go to SPT, none to the government.

The concern of investors is an unusual one: SPT's gearing is too low rather than too high. "They won't have to borrow a cent for two to three years," says one adviser.

Even the company's fallings have silver linings. Line density at 20 per 100 inhabitants is low by western standards. Waiting lists are still high at 800,000. But frustrated demand offers the potential for rapid revenue growth. Labour turnover is high at about 20 per cent per annum. This leads to rising salaries but it also makes cutting back the labour force easier.

One problem is the Czech Republic's distorted phone tariff structure. International calls are among the most expensive in Europe while local calls are the cheapest at about US\$2 for unlimited time. The government is unwilling to raise charges

sche Telekom suffer the handicap of state ownership. Deutsche Telekom and Ameritech will find it difficult to promise the Czech Republic any role as a regional hub for telecommunications traffic after having done so already in Hungary.

But the deciding factor may be nationality. The Czech government's view of Czech state companies has been soured by Al France's unsuccessful investment in the Czechoslovak airline.

A leading role for Deutsche Telekom would reinforce Germany's economic influence, already uncomfortably large, over a country it occupied in the second world war.

Moreover, a sale to a state-owned company would hardly be the privatisation in which the Czech government believes so strongly. France Telecom and Deutsche Telekom are addressing these concerns. Each led its respective consortium in Hungary. In the Czech Republic they are taking a back seat to their US partners.

Whichever western consortium comes out on top, SPT and the Czech Republic are bound to be winners. All the conditions are present for a bidding war. "It is going to take a billion dollars or more to walk away with it," says an adviser.

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■ FOREIGN INVESTMENT

Setbacks lead to reassessment

The Czech Republic's political stability and a consistent economic policy, pursued by a group of technocratic politicians with the zeal of true converts, has made the country a favourite of foreign investors. The government of Mr Václav Klaus has created a pro-reform consensus that has seen markets deregulated, state enterprises wholly or partly sold off, and the completion of a huge privatisation programme that has turned the Czechs into a nation of budding bourgeois capitalists.

One of the rewards has been the granting of coveted investment grade status to the country by the international ratings agencies. The Czech Republic is rated BAA3 by Moody's and BBB-plus by Standard & Poor's.

Since 1990, and especially since 1992 when Mr Klaus became prime minister, foreign buyers have taken substantial stakes in the country's automotive, tobacco, food and construction industries. A

investment has been attracted without offering tax breaks or other incentives – an approach that has paid off

total of \$2.7bn in foreign direct investment was committed by the end of September this year, with expectations of \$3bn by the year-end. This is less than half the levels seen in Hungary, where privatisation has moved much more slowly, but more than Poland, which has four times the population but is seen as more politically unstable.

Significantly, the Czech Republic has attracted this level of investment without offering tax breaks or other incentives. On the contrary. "Why should we subsidise foreign companies to compete unfairly against Czech companies?" Mr Klaus provocatively asks those who urge such measures. It is an approach that is paying off. Czechinvest, the agency for foreign investment, says that serious foreign investors appreciate the absence of incentives, seeing this further evidence of the government's commitment to the law of the market.

The biggest and most crucial foreign investor to date is Volkswagen, which bought 31 per cent of Škoda, the Czech carmaker, in 1991. Europe's biggest carmaker is due to raise its stake to 70 per cent by the end of 1995. Confirmation of the eventual handover of control to Volkswagen was agreed this year after a difficult renegotiation of the original 1991 agreement. This followed the German carmaker's embarrassing abandonment of earlier plans to invest up to \$2.5bn in Škoda by the end of the decade.

Other big investors include Philip Morris, which spent \$420m buying 50 per cent of Tabák, the Czech tobacco monopoly, and modernising production at its Kralupy Hora facility; BSN and Nestlé. The latter bought into Čaklovský, a confectionery maker, in a joint venture in 1992 and now controls the company. Another big investor is ABB, the Swiss-Swedish engineering giant, which employs 6,000 people in Brno, the country's second city, in a range of power engineering and electronic products ventures.

US multinationals have also been substantial investors in the fast food and consumer goods sectors, but investment is not confined to the household names. Earlier this year, for example, the small US pharmaceuticals group Ivax bought majority control of Galena, the second biggest pharmaceutical company.

Success is now bringing new problems for foreign investors. Czech attitudes, especially in political and business circles, have altered as company managers come to terms with the mechanics of restructuring. Some high profile deals with foreign investors have come spectacularly unstuck.

The trigger was Volkswagen's scaling back of its plans for Škoda, which threatened to make the Czech venture a mere sideshow in the Volkswagen group and cause large-scale redundancies at its Mlada Boleslav plant. Putting a brave face on what has undoubtedly been a severe embarrassment for the government, Mr Václav Klaus, the trade and industry minister, defends the renegotiated agreement, though its terms have not been revealed. In hindsight, he says, the original deal was too optimistic. "There were mistakes on both sides in signing the original agreement," he adds.

The Volkswagen setback was followed in March this year by the withdrawal of Air

France from Czechoslovak Airlines. Air France and the European Bank for Reconstruction and Development each bought 19.1 per cent stakes two years before in \$60m investment.

After a lot of haggling, an exasperated government bought out the French stake and began looking for Czech backers to provide support for the heavily indebted airline.

These setbacks, and controversy over the future of the petrochemical industry, have led many Czechs to reassess the merits of foreign investment.

The country's success in other areas of economic reform, especially in coupon privatisation, sent expectations soaring, but the foreign investment controversies were a blow to national pride.

There could be danger ahead. "We are now in a period of euphoria over our own success – we risk overestimating our own capabilities," says Mr Jan Havrda, chairman of Czechinvest.

Western bankers in Prague dismiss the notion that the Czechs can complete the task of restructuring without foreign capital. Huge areas of the economy, including such industries as banking, brewing, energy, mining and metallurgy, are heavily undercapitalised and unable to finance restructuring on their own.

A big test of the new mood towards foreign investment will come early next year when the government decides on a strategic partner for SPT Telecom, the telecommunications company in which the state is selling a 27 per cent stake for around \$1bn.

The deal is shaping up to be the biggest one-off investment yet in the country, as well as the biggest telecoms deal in eastern Europe. Mr Karel Dýba, the economy minister, is overseeing the tender and has promised to run an open and transparent process, partly to reassure investors and partly to shake off allegations of shady dealing in earlier privatisations where transparency took a back seat.

Away from the big deals, some private Czech companies are looking to raise new capital directly by wooing international institutional investors. Mr Ivo Lurvink, head of CS First Boston in Prague, says foreign investors are looking increasingly at emerging industries such as media and entertainment rather than at established sectors which still have much restructuring ahead of them.

An additional factor that will enhance the Czech Republic's attractiveness as an investment location may come about as early as next year when the koruna, the national currency, is expected to become fully convertible. The Czech National Bank is pushing for the move early, but is

The national bank is pushing for the koruna to become fully convertible, but the prime minister may wait until 1996

facing opposition from Mr Klaus.

The currency, widely considered undervalued, is expected to jump against the dollar and D-mark in the event of full convertibility, hurting the country's booming exports in its newly-won and valuable western European markets. "Czech goods compete on price, not on quality," says Mr David Svojška, head of treasury at Bayerische Vereinsbank in Prague.

Large inflows of speculative capital attracted by high interest rates and the chance of koruna appreciation sent the money supply soaring to 20 per cent by October and are threatening to push inflation above the CNB's target of 10 per cent for the year. This type of capital inflow, with its destabilising potential, has received the particular wrath of the government.

Mr Klaus is understood to want to leave the issue of convertibility until after general elections in 1996. By then, the proposed sale of the SPT Telecom stake and a potential \$700m investment in oil refining by a consortium of Shell, Agip, Conoco and Total will have been decided.

Future attention is expected to focus on the hundreds of newly privatised and start-up companies which are in desperate need of fresh capital and good management to turn the promise of privatisation into a reality. Potential investors are now scouring the provincial towns and villages for hidden jewels whose turnaround will be profitable for them, and good for the continued health of the economy.

Vincent Boland

Communists in general, and Comrade Stalin in particular, were obsessed with steel. It was an obsession that lumbered former Czechoslovakia with dozens of smoky steel plants, and an enormous industrial restructuring problem when communism fell.

The Czech Republic alone has over 20 steel and metallurgy companies, and many will not survive. Vítkovice, the republic's largest integrated steel and engineering complex, is determined to be one that will pull through. Mr Jaroslav Dusík, Vítkovice's finance director says bluntly: "We will not close down."

Two years ago, he was not so sure. Like much of Czech heavy industry Vítkovice, based in Ostrava, northern Moravia, had drawn up a reconstruction plan which relied heavily on government funding. But soon after the June 1992 elections, the new government, headed by Mr Václav Klaus, made it abundantly clear that such companies would have to swim along without the aid of a government life-raft.

Vítkovice, which has to produce at an optimal level of 1m tons of steel and core products to survive, was forced to jump at the deep end. It has already shed 16,000 employees since 1989 and its current workforce of 23,000 is targeted to fall to 18,000 by the end of the decade. While reducing the labour force, mainly through voluntary retirement, it is also planning to reduce its dependency on steel production and boost its engineering division.

The company has invested Kč1.5bn a year since 1992, much of it on a Kč2.4bn continuous slab caster to modernise steel production. But it is also saddled with heavy environmental costs, currently Kč200m annually, to reduce hazardous discharges and waste.

Mr Dusík claims that Ostrava, a bleak industrial city of 320,000 people dominated by the sprawling Vítkovice plant, is "cleaner than Prague". Yet neither is particularly clean, though better than they were in communist times when ecological concerns were not an overriding factor.

Steel production currently accounts for 56 per cent of Vítkovice's total output, but is scheduled to decline to 45 per cent by 2003, according to a new strategic plan which has just hit Mr Dusík's desk. The company's main product is hot rolled thick plates used in shipbuilding and boilers. It also makes long products such as seamless tubes used by the oil industry.

Its engineering division, which currently accounts for 30 per cent of total production, concentrates on marine crankshafts, of which it claims to be one of the two leading world producers with 16 per cent of the global market. It also makes components for nuclear power plants, and was the main supplier of such products to Sovetised reactors until 1989.

Since the collapse of Comecon, Vítkovice has had to fight hard for new markets. This has inevitably brought it into conflict with western steel producers, which invoked anti-dumping clauses to restrict exports of seamless tubes and other products to European Union markets.

Mr Dusík denies allegations that Czech and Slovak steel makers, and seamless tube producers in particular, are guilty of



A factory in Uherský Brod

■ STEEL INDUSTRY

Vítkovice is afloat without a life-raft

dumping products in the EU. When lower labour costs and depreciation are excluded, "all our costs are at international market levels," he says.

The biggest proportion of Vítkovice's output is still consumed by local engineering industries. But the company now exports 47 per cent of total production, of which 55 per cent goes to the EU, mainly Germany, and a third to Slovakia.

Until the collapse of communism 30 per cent of the company's production, mainly engineering products, was exported to Comecon markets, with the rest sold domestically. The great difference today is that its new customers pay for what they receive. Vítkovice lost Kč1.5bn in 1993 after being forced to write off unpaid debts by former Soviet customers.

Meanwhile, Vítkovice is benefiting from the end of the recession in the steel industry worldwide which is pushing up export prices and volumes. Profits this year are expected to reach Kč400m. In the 10 months to October, it reported turnover of Kč1.5bn and sales of Kč1.27bn, of which Kč0.5bn was exported.

Rising profitability is essential if the company is to earn enough to complete its restructuring plans. Much of Czech heavy industry is still largely state-owned, but the recently completed second wave of coupon privatisation included blocks of shares in many "difficult" industries, including steel.

Vítkovice was included in the wave, with almost 25 per cent of the company's shares sold to private investors. Another 5 per cent is owned by the city of Ostrava, which depends on the company for its own survival. The state retains two-thirds.

Vítkovice has tried to woo a partner among western steel companies, and hired UBS Phillips & Drew in 1992 to draw up an "information memorandum" to sell the

company's divisions to potential investors, including British Steel and Thyssen.

That move coincided with the worst of the recession in the world steel industry, and so far there have been no takers. Vítkovice is now trying to secure long-term co-operation agreements which may include an equity partnership. It is hoping that the improved international outlook for the steel industry will help.

What potential investors will be buying into is the Czech Republic's third biggest company, with a colourful past and a potentially prosperous future as industrial growth resumes, provided it can complete its modernisation while its low cost base gives it a price advantage.

It may be the only steel company in the world to have been founded by an archbishop. In 1223 Rudolf Jan, archbishop of Olomouc in central Moravia, built a smelter in Vítkovice, which was then a tiny village. Jan was a member of the Habsburg dynasty, and owned ore mines in Sweden and coal mines in the Ostrava region.

The plant was bought in 1843 by a branch of the Rothschild family, and remained in their hands until it was seized by the Nazis in 1938. The state of Czechoslovakia settled with the Rothschilds in 1947, so that Vítkovice was not subject to restitution after the Velvet Revolution.

Earlier this month, the Rothschild family resumed its severed connection with the Czechs when Sir Evelyn de Rothschild came to Prague to sign a joint venture agreement between N.M. Rothschild and Československá Obchodní Banka. For Vítkovice such agreements could augur foreign investor interest even in sectors such as steel, where the future looked so bleak three years ago.

Vincent Boland

INTEREST RATES SKYROCKET 800% IN CZECH REPUBLIC

There's been a surprising rate of interest in the Czech economy from foreign investors of late. In fact, the flow of foreign investment into the country has increased by 800% in the last three years alone.

The reason for this foreign interest can be attributed primarily to the Republic's remarkably stable business environment. During 1994, inflation was halved to 10%, unemployment remained around 4% and in the last year, GDP has grown by a healthy 2.5%.

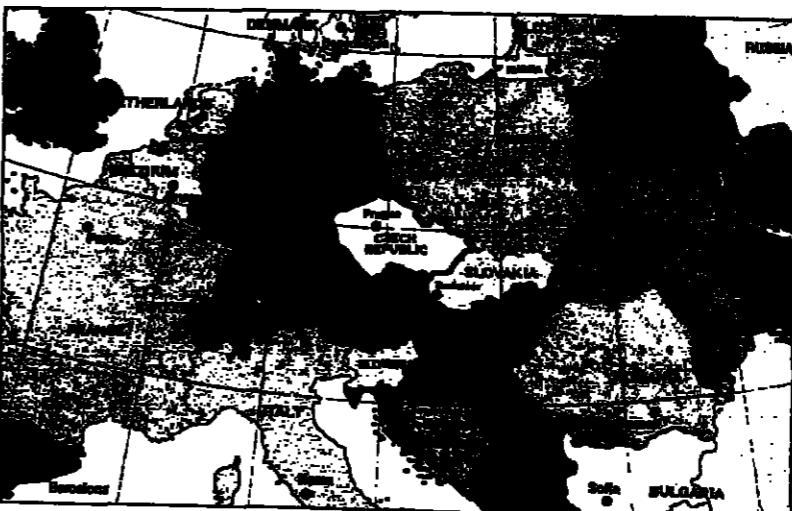
Even their currency, the Czech crown, has consistently gained in value against the US dollar.

But, perhaps of greater interest, is Moody's upgrading of the Czech Republic yet again, from Baa 3 to Baa 2. A strong endorsement of the country's continued economic and political stability.

A highly skilled, cost-effective workforce is also a notable characteristic of the Czech market.

"But, perhaps of greater interest, is Moody's upgrading of the Czech Republic yet again, from Baa 3 to Baa 2."

force with, incidentally, a higher proportion of science and engineering graduates than leading OECD countries. Furthermore, with average wages, in the automotive industry for instance, up to 18 times less than their



"Logistically, the Czech Republic couldn't be better placed."

German neighbours, the cost efficiency of the Czech workforce is of great interest to foreign investors.

Logistically, the Czech Republic couldn't be better placed. It lies literally in the centre of Europe, with ready access to the Western, and emerging Eastern, markets.

Clearly, the strategic location of the Czech Republic and its cost-effective workforce are the key benefits driving the increasing interest in foreign investment. To help maintain this momentum and assist new entries into this

lucrative market, Czechinvest was created. Czechinvest's primary aim is to meet the needs of "greenfield" and strategic joint venture investors by liaising closely with other government departments and regions and by providing essential information for effective investment appraisal.

If you are interested in obtaining more detailed information on the investment opportunities of the Czech Republic, contact Jan Amos Havrda, Chief Executive, Czechinvest, Příluky 26, 112 49 Prague 1, Czech Republic. Telephone (422) 240 63 822, Fax (422) 242 21 304.

 CZECHINVEST

The people of Moravia

Where obscurity seems bearable

The people of Moravia, who inhabit the eastern part of the ancient lands of the Czech crown, share some of the frustrations long felt by the Slovaks when they formed the tail of the now defunct federal country called the Czech and Slovak republic.

There was no hint in the old name that Moravians also lived in Czechoslovakia, and there is still no hint of their presence in the name of the Czech Republic. They appear resigned to being overlooked. Following a brief, half-hearted flirtation with separation after 1989, when new states were cropping up all over eastern Europe, Moravians seem to have accepted the inevitability of living in Bohemia's shadow within the Czech Republic.

The movement that kept alive the idea of Moravian separation splintered into four factions after the demise of the federation two years ago, when Prague stamped out any lingering hopes that Moravia would follow Slovakia into independence. As the Czech Republic's most heavily industrialised region, contributing more to the national gross domestic product than larger and more populated Bohemia, Moravia's independence was, naturally, to the government.

Yet Moravians quietly insist on their separate identity. Mr Jancov Kupka, vice-president of the Czech-Moravian Centre party, which wants "to renew the historical autonomy of Moravia within the framework of the Czech Republic," cites a 1991 poll which he says showed that most Moravians identify first with their province and second with the state. His party is pushing for the creation of a regionalised state with elected administrations having cultural and educational autonomy and a budget, financed either by subsidy or through local taxes, to pay for it.

Mr Klaus, who is a strong opponent of what he calls the "cavemanisation" of the unitary Czech state, is suspicious of any form of local government organisation that would raise the spending power and political autonomy of local authorities and regions. The only concessions to federalism by

Moravians quietly insist on their separate identity within the Czech Republic

ODS, and many of the city's leading business people are supporters of Mr Klaus.

Only half the population of southern Moravia is truly Moravian, with Bohemians a close second. "We are not a nation," Mr Kupka admits. "Our demands for autonomy are not based on nationalism, but on history."

So Moravia soldiers on in relative obscurity. Asked to name 10 famous Moravians, Mr Kupka is momentarily stumped for an answer. After offering Charles the Elder, an ancient monarch, he eventually comes up with the composer Leoš Janáček, Tomas G Masaryk, founder and first president of the interwar state of Czechoslovakia, and the philosopher Jan Komenský. The list may be small, but it is impressive.

A little reluctantly, Mr Kupka ventures the name of the émigré writer Milan Kundela, a Brno native whose penetrating and often deeply funny analysis of Soviet-imposed "normalisation" in Czechoslovakia after the 1968 Prague spring, and musings on the "unbearable tightness of being," have made him a cult figure in the west.

In the west, of course, Kundela is considered a Czech (and possibly a bohemian with a small "b"), not a Moravian. The list may be small, but it is impressive.

Vincent Boland

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Brno, the country's second city, aims to become a centre for business

Trading post has big ideas

Any city that lives in the shadow of Prague can count on being ignored most of the time. This gives an edge to Brno's attempts to become a business centre in its own right.

For British veterans of the second world war, the city is perhaps best known as the home of the Bren gun. This fast and accurate machine gun was just one of the first-class light armaments for which the Moravian capital is famous. The desire to seize control of the region's arms industry was one of the reasons behind Hitler's decision to annex Bohemia and Moravia in 1938.

The arms industry is now a shadow of its former self, although rebuilding a slimmed-down and modernised arms industry is again considered politically respectable. President Vaclav Havel's high-minded talk of getting rid of the Czechoslovak arms industry after the Velvet Revolution got short shrift in Moravia and Slovakia, where the industry employs thousands.

Many of the best-known names in Czech industry are located in Brno, including Zetor, the tractor maker which is currently going through a painful restructuring process. With its long tradition of engineering skills and its endless industrial suburbs, the city is the Czech Republic's leading centre for transportation and agri-

cultural machinery production. Some two-thirds of Brno's workforce is employed in the engineering, optics and glass industries.

The skills base has attracted significant foreign investment, which is helping old capital-starved industries to restructure and modernise. ABB, the Swiss-Swedish engineering giant, has invested heavily in Brno in the past three years, and now employs nearly 6,000 people at engineering and electronics plants in the city.

Internationally, Brno is probably best known as central Europe's largest trade fair centre.

About a sixth of Brno's 380,000 inhabitants are students at its six universities which means a big supply of skilled labour for regional industries, which also include mining, energy and metallurgy.

Internationally, Brno is probably best known as central Europe's largest trade fair centre. The city has been a trading post for centuries, and this year alone more than 1m visitors have attended dozens of fairs at the 750,000sq metre BVV exhibition grounds on the outskirts. The fairs draw exhibitors from around the world, with a greater number coming from

the west since the collapse of communism destroyed the Comecon trading bloc.

Mr Bretislav Fabian, sales director at BVV, says the Brno exhibitions "are as important for central Europe as Frankfurt is for the west". The highlight is a giant engineering fair every September, which this year drew more than 3,200 exhibitors from 35 countries.

The city authorities have ambitious plans for reviving derelict areas of the city centre, including the construction of a huge shopping and office complex that will mean moving the city's main railway terminus.

A joint venture between the city, the technical university and the UK construction company Bovis, part of the E&O group, is building a Czech Technology Park on a 120-hectare site on the city's outskirts. Providing high-tech office space for new industries, it will capitalise on established academic-corporate links.

The park has already secured Siemens Telecommunications as its first big-name client, according to Mr James Hoddell of Healey & Baker, which is marketing the development but the entire \$200m development is not expected to be finished for at least a decade.

Vincent Boland



Brno: a city in the shadow of Prague

Courtesy

Kevin Done follows the progress of VW's investment in Skoda

Modest planning prevails

The Czech government has been given a bumpy ride by Volkswagen, since it chose the German carmaker four years ago to take control of Skoda, the Czech car producer.

In the euphoria that surrounded VW's ambitious forays into eastern Europe, the group made lavish promises about the scale of the future investment planned for Skoda.

In early 1991 VW said that it planned capital investments totalling DM9.5bn for Skoda by the end of the decade. It would more than double Skoda's production capacity to about 350,000 cars a year and it would build a new engine plant.

Subsequent events have been a sobering experience both for VW and for the authorities in Prague.

The original contract agreed in 1991, which gave VW an initial 31 per cent stake and management control, has been under renegotiation for the past 15 months following Volkswagen's withdrawal without warning in the autumn of 1993 from a prestige DM1.4bn project finance facility for Skoda.

Since the signing of the original contract conditions have changed drastically at VW itself and in the European car market, and the company accepts that its initial planning was hugely over-optimistic.

"There was the thinking that the future could only be bright and clear," admits Mr Volkhard Köhler, Skoda vice-chairman. "But today we can see there are risks... When the iron curtain came down there were ideas that you could speed up development, but today it is clear that that can't happen," he says.

Volkswagen itself was also overcome by the recession in west Europe. It plunged into record losses of DM1.96bn in 1993.

The robust regime initiated by Mr Ferdinand Piech, the controversial chairman of the VW group management board who was appointed at the beginning of 1993, set out to cut costs to the bone, and the Skoda project has been subjected to the same relentless review as the rest of the group's operations, with little regard to the sensitivities of VW's partners.

But late last month VW and the Czech government installed a new agreement giving Prague backing for a revised development plan for Skoda and including a commitment

from VW to the further development of the Czech automotive components industry.

Under the terms of the deal VW has won approval for a more modest capacity expansion, and it has dropped the plan for a new engine plant. The current capital spending plan totals about DM3.7bn from 1991 to 2000, but this amount can be reduced further if VW can find additional investment cost savings.

Volkswagen has agreed to raise Skoda production capacity to 340,000 a year by the late 1990s from about 230,000 at present. Its plans include:

- A second car range for Skoda, due to be launched in 1996-97. This large family car range will have a unique Skoda body and interior, but will be part of the VW group's existing all-aluminium 1.3 litre engine for use in both its planned car ranges and for possible use by Seat, the VW group's Spanish subsidiary.

The deal opens the way for Volkswagen to raise its 31 per cent holding to 60.3 per cent by the end of December - including the conversion of preference stock into ordinary voting shares - and to 70 per cent by the end of 1995.

In total, VW will have paid in three tranches DM1.8bn for the 70 per cent stake - DM200m to the Czech government for the acquisition of part of its holding and DM1.6bn in new equity capital for Skoda.

The development of a more efficient Czech component industry was a key element in the original VW acquisition of Skoda, and its renewed com-

mitment to this programme will be part of the new agreement with the government.

According to Mr Köhler, "a velvet revolution" is under way in the Czech supply industry. Since VW moved into Skoda nearly four years ago about 40 joint venture components operations have been established, which already supply 44 per cent of Skoda's purchases of materials. A further 6.5 per cent are purchased from greenfield site operations.

About 80 per cent of Skoda's total purchases of CKR10m a year are made in the Czech Republic and Slovakia and more than half of total purchases from suppliers with access to western technology.

VW is now seeking to break new ground at Skoda by establishing supplier operations directly inside the car plant, moving a head even of the Japanese model of having suppliers grouped in close proximity to the plant.

Three suppliers - Lucas, Johnson Controls and Pelzer - already work inside the Skoda plant, producing respectively rear axles, seats and carpets.

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Na Příkopě 14

115 20 Praha 1

Czech Republic

Tel.: 2411 1111

Fax: 2422 5049

Representative Offices:

10 S. Wacker Drive, Suite 3500, Chicago, Illinois

Bockenheimer Landstrasse 51-53, Frankfurt am Main

20 St. Dunstan's Hill, London EC3R 8HY

38 Rue de Mont Thabor, 75001 Paris

Ul. J. Fucíka 12/14, 123 056 Moscow

CZECH REPUBLIC 8

Guide books gushingly refer to Prague as the Golden City, but it was a grey and shabby place five years ago when it emerged from four decades of communist neglect.

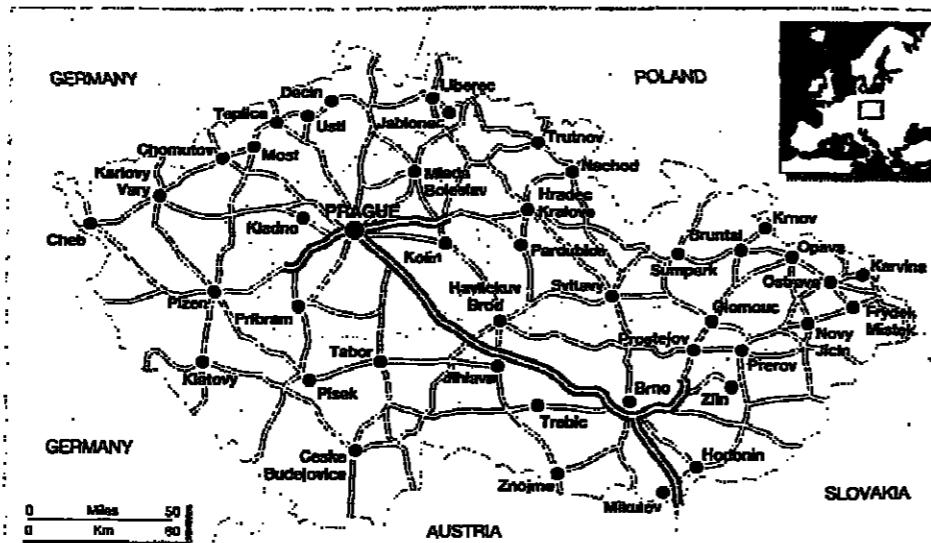
Apart from a six-lane motorway running along the top of Wenceslas Square, the communists left the city centre structurally more or less unscathed and spent their money building monolithic blocks of *panelák* high-rise apartments in the suburbs.

But by the time of the Velvet Revolution 50 years of neglect had left the city's urban fabric in urgent need of repair. Many monuments and fine buildings were propped up by rickety scaffolding whose main function was to prevent pedestrians being injured by falling tiles or gutters.

Now, thanks to the restoration of private property, private capital is leading a reconstruction boom. Streets that even two years ago were dull and lifeless have been transformed by new shops, restaurants and cafés. The city's generally relaxed atmosphere is immeasurably enhanced by its beauty.

The investment is paying off. Tourists are flocking to the Czech Republic in unprecedented numbers, and the industry has become one of the country's biggest foreign exchange earners. In the first nine months of this year, according to the Czech National Bank, 76m people visited the country, more than in all of last year. Tourist earnings in that period also soared to a record \$1.5bn, compared to \$1.57bn for the whole of 1993.

Tourist traffic moves in both



Visitors numbers are swelling, says Vincent Boland

Facilities stretched by the tourist rush

directions. Czech tourists spent \$900m abroad over the same period, nearly double the amount in all of 1993, although the CNB warns that the figure includes for the first time the value of consumer goods brought back by returning locals.

In 1989, the last year of communist control, tourist receipts amounted to less than \$250m. By 1991 the figure had swelled to \$700m and exceeded \$1bn in 1992. Last year's receipts represented about 5 per cent of gross

domestic product and the proportion in 1994 is likely to be substantially higher.

These figures are impressive for a country that on an official level does not take the tourist industry seriously. The Czech Tourist Authority, set up only last year, is run on a shoestring from dingy offices on the Old Town Square, in the heart of Prague's historic centre.

It has just seven staff and two offices abroad, in Berlin and Vienna, although more are planned.

Karel Nejdl, the authority's director, says the official attitude is that the Czech Republic already receives enough tourists and that encouraging more would simply push over-stretched amenities to breaking point.

The tourist industry's main problem, Mr Nejdl says, is not government indifference but a dearth of quality accommodation. Prague has 38,000 hotel beds and can count on 12,000 rooms in private accommodation, but many of them are

rudimentary. Plans to build at least two new luxury hotels in the city have outraged conservationists, including President Vaclav Havel, who has expressed his dismay at what many see as a threat to Prague's delicate urban fabric.

The tourist boom has led inevitably to cases of over-charging and double booking and in 1993 the post-revolutionary surge in numbers appeared to level off. Hotel occupancy rates last year fell to 70 per cent, compared to 80 or 85 per

cent in 1991 and 1992. The slump was partly a reflection of the recession but also of exorbitant room prices at hotels that were little better than two or three star establishments. Hoteliers appear to have learned their lesson, and this year prices were pegged at 1993 levels, resulting in a rise in bookings.

The CTA aims to convince visitors that there is more to the Czech Republic than Prague. Many Czech towns are following the capital's lead in renovating their ancient centres, and the country boasts hundreds of castles, many of them in excellent repair.

The exquisite little town of Cesky Krumlov in southern Bohemia, for example, was for years a secret known only to Austrian visitors. Now it is on most tourist itineraries, helped by its designation by UNESCO as a site of special architectural importance.

The spa towns of Karlovy Vary (Karlsbad) and Mariánské Lázně (Marienbad), in western

Bohemia close to the German border, were among Europe's most popular resorts in the days when taking the waters was the aristocracy's favourite pursuit. After falling on hard times during the communist era these quaint little towns are trying to attract the new Czech élite and to wean themselves off the German market on which they are heavily dependent.

Slovakia inherited most of Czechoslovakia's natural beauty when it split from the Czech Republic two years ago. Nothing in the Czech Republic matches the grandeur of the High Tatras mountains in eastern Slovakia. The Sunava mountains in southern Bohemia are scenic and climbable, but their skiing attractions do not live up to the Tatras or the Alps across the border in Austria.

There is also a downside to the Czech tourist boom. Locals, especially in Prague, complain that they can no longer afford to visit the centre of town, where prices have risen in anticipation of high-spending foreigners. A visitor is unlikely to meet an authentic native in the Old Town Square in high summer, excepting those peddling souvenirs. Meanwhile the Prague of sleek suburban high rises where the majority of the city's residents live is definitely off the tourist map.

For many Czechs, however, weekends and holidays mean retreat to the family's country house, which can be a palatial mansion or a little wooden hut in a secluded spot by a river.

Living in one of the world's great cities is fine, but it means little unless one can escape from it every now and then.

Vincent Boland's guide to doing business in the capital

Brokers steal the limelight

For something a little more luxurious try the newly

back to life by new shops, cafes and coats of paint. The main hotels are scattered between the centre and the immediate suburbs, with the intercontinental, close to Old Town Square and the Palace, just off Wenceslas Square, being the most central. The Atrium and the Forum, overlooking the main motorway through the city, are also close enough for a quick trip into the centre.

The centre of Prague is dotted with bureaux de change, but to avoid exorbitant commissions change money at the main banks. Banking hours are usually from 8am to 5pm. The Czech National Bank is pushing to make the currency, the koruna, fully convertible by 1995, and it has been stable for the past three years. Current exchange rates are about Kč27.5 to \$1, Kč33.5 to £1 and Kč17.5 to DM1.00.

The telephone system can be trying (hence the need for new investment). Dialling within the city is easy, but it is more difficult to get through to other parts of the country. International calls are also straightforward but expensive.

Czech time-keeping can be relaxed, but it is better to be on time for business meetings and the working day begins as early as 7am, although business meetings generally do not start until 9am. Bring a good supply of business cards as most people have one, invariably listing the holder's educational qualifications.

Although the business lunch

is becoming more common, initial discussions are usually held over coffee or juice in the office. Many Czechs are at least bilingual and English is fast becoming the *lingua franca* among the Czech Republic's business community.

After a day's deal-making it is well worth a look around town. The Golden City, as

Prague is known, is one of the most beautiful in the world, with perfect examples of nearly every type of architecture through the ages, many of which are being restored to their original splendour.

Czech food is appreciated, with an emphasis on pork, game and calories. Try *Ante Espril*, the Kampa Club or *V Zátiší* for excellent fish (with prices to match), or *U mode kachulky* (The Blue Duck) for good Czech dishes. Local wine is cheaper than and just as good as many imported vintages.

The Prague Post or Prognosis, both English-language weeklies, give listings for restaurants and entertainment.

The favourite Czech method of relaxation is over a glass of

beer in a *pivnice* (pub). Beer is plentiful and delicious and can cost as little as 25p a half-litre in local bars where the emphasis is on serious drinking rather than comfort.

Prague is an easy city to negotiate. Its network of metro, trams and buses is well-integrated but often overcrowded, especially at rush-hour (7.30am and 4.30pm).

The metro is limited but fast and clean, while the trams can be slow and smelly. Tickets cost Kč6, the fine for not having one Kč200. Beware of taxis: the city's cab drivers are notorious for over-charging foreigners, and can be rude and aggressive to those who argue over the size of the fare.

The city is generally safe to walk around at night, although petty crime is rising. What comes as a shock, however, is the rudeness of store staff, especially if you visit a tabák, for a newspaper or metro ticket. Remember that you are only the customer, and therefore the least important person in the store.

Names and numbers

• Ministry of Economy (minister: Karel Dyba) Staro městské nám. 6, 11015 Praha 1. Tel: +422 24897111; Fax: +422 24812884

• Ministry of Finance (minister: Ivan Kočárník) Letenská 15, 11810 Praha 1. Tel: +422 24541111; Fax: +422 24527288

• Ministry of Trade and Industry (minister: Vladimír Dlouhý) Na Františku 32, 11013 Praha 1. Tel: +422 28811111; Fax: +422 24811088

• Ministry of Privatisation (minister: Jiri Štěpánek) Lazar ská 7, 11121 Praha 1. Tel: +422 24191111; Fax: +422 24191760

• Czech National Bank (governor: Jozef Tošovský) Na Příkopě 22, 11003 Praha 1. Tel: +422 24411111; Fax: +422 24217685

• CzechInvest, the agency for foreign investment (director: Jan Havelka) Politických Vězňů 20, 11249 Praha 1. Tel: +422 24221540; Fax: +422 24221804

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SWEDEN

Monday December 19 1994

J. M. L. S.



A watershed decision

This has been a year of rare drama in Sweden.

In the space of two months during the autumn, the country went twice to the polls. First, in September, the Social Democratic party, led by Mr Ingvar Carlsson, defied predictions of a few years ago that the creator of Europe's most all-encompassing welfare system was crumbling. The party returned to power after three years in opposition when it ousted the right-centre coalition headed by Mr Carl Bildt in a general election.

Then, in a national referendum in November that provoked much fire and feeling, the electorate voted by a majority of 52.2 per cent to 47.8 per cent to join the European Union, a decision which marked the most significant strategic step by neutral Sweden since the second world war.

An essential part of the debate in both the election and referendum campaigns was the state of the economy, which had injected its own sense of drama into the nation's affairs. Although a recovery from a three-year recession at last took hold, the combined effects of the slump and the costs of the country's big public sector left the state with a yawning budget deficit, the fastest-growing debt in the industrialised world and more than 12 per cent of the workforce unemployed.

Beyond the political arena, there were other dramas which stirred the country to an unusual degree. In the summer - the warmest and sunniest since records began - Swedes basked in the glory of the national soccer team's unexpected advance to third place in the World Cup, becoming the competition's top-scoring team in the process.

But just after the election in September, the nation was plunged into a state of shocked mourning by the sinking of the Estonia, the Baltic ferry which foundered in a storm taking to her death more than 500 pas-

sengers and crew - most of them Swedish. The disaster was unprecedented in modern Swedish history, striking communities all over the country much as a war might do.

Other events rarely experienced in Sweden have contributed to an unusual sense of insecurity. In June, a young soldier shot dead seven people in a crazed shooting spree in the central town of Falun. In November, a teenager was beaten to death by two schoolmates. This month, four people were killed when a gunman opened fire on a crowd leaving a Stockholm night club.

The combination of these different events has reinforced

with the cuts and reforms he readily acknowledges are required to sort out the public finances and return the economy to stable, long-term growth that will reduce unemployment. Mr Carlsson's immediate priority is, without doubt, the state of the public finances. This crisis struck, ironically, just as the economy was pulling out of recession. An export boom, fuelled by the devaluation of the Swedish krona in late 1993 and the recovery in international markets, has delivered economic growth this year of about 2.5 per cent after three successive years of recession which shrank the economy by 5 per cent.

This year, Sweden's big international companies such as Volvo, Ericsson, Electrolux and the big forestry-sector operators have surged back to high profitability on the back of the boom. Exports are set to continue to grow well in 1995 and there are hopes of a modest recovery in the domestic economy as well, leading the government to forecast gross national product growth next year of 3.4 per cent.

But unless the budget deficit is quickly brought under control and borrowing is stabilised, there are fears that continued high interest rates could precipitate a "double dip" return to recession.

Mr Carlsson and Mr Göran Persson, his finance minister, have therefore set a deadline for stopping the growth of the state debt - presently about 90 per cent of GNP - by 1998 at the latest through a series of tax increases and spending cuts.

The party's instincts are clearly to rely on its traditional emphasis on creating a unified, egalitarian society underpinned by the universal welfare system. It regarded the 45 per cent share of the vote it won in the election - one of its best recent results - as a clear sign that the electorate had rejected Mr Bildt's appeal to transform Sweden through radical, free-market policies.

But the challenge Mr Carlsson faces is to reconcile the defence of a welfare system



Saab-Scania aerospace factory: Sweden's big international companies have surged back to high profitability

financial markets are sceptical

that the scale of the spending cuts will be enough in an economy where public spending has reached 70 per cent as a proportion of GNP. They fear that the government has made over-optimistic calculations of the savings it expects from lower interest rates and lower unemployment, based on expectations of a vigorous recovery.

They are far from convinced that the post-devaluation bounce in the economy will not turn into another damaging inflationary cycle, as happened in the 1980s.

Obviously for the government, international credit rating agencies are presently reassessing Sweden's sovereign credit rating. Moody's, the US agency, has warned that it may shortly down-grade Sweden. If it does, interest rates will jump and Mr Persson's budget plan will be put under even stronger pressure.

The markets are also watching political developments very carefully. Mr Carlsson is confident the government can get

its policies through the Riksdag (parliament) by charting a "slalom" course, seeking support for a majority on different issues from among the six other parliamentary parties, which range from the Left and Environnement parties on the left, through the Centre, Liberals and Christian Democrats in the centre, to Mr Bildt's Moderates on the right. "We are as secure as a formal minority government could be," says Mr Carlsson.

His confidence may be rewarded because there is a strong desire among most parties to see public finances brought back into balance. But Mr Carlsson and Mr Persson first have to persuade their own party supporters and the trade unions to accept public sector and benefit cuts on a scale rarely seen before.

The urgency of the budget battle has tended to overshadow the watershed that will occur when Sweden joins the EU in January. Throughout the post-war period, Sweden stood to one side from western Europe, concerned above all to preserve its neutral stance between the Soviet Union and the US-led western alliance.

With the end of the cold war, those concerns have largely melted away, allowing Mr Carlsson to lead his previously anti-EU party towards Brussels. Sweden - along with neighbouring Finland, but not Norway, which rejected membership - will now be firmly situated in the western European strategic and economic camp.

But Stockholm is proceeding cautiously. The government is holding firmly to military neutrality. It will take up the minimum observer status in the EU's military organisation, the Western European Union; it has joined Nato's "Partnership for Peace" initiative, but has no intention of applying for full Nato membership.

With Sweden far from meeting the monetary criteria for Ecu, its participation is something of an academic question, at least until the end of the decade. But Stockholm will support moves to make employment conditions part of the Ecu criteria - a concern that reflects Mr Carlsson's anxiety to put the fight against unemployment at the top of the EU's agenda, alongside the next enlargement project to include central and eastern European nations.

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Stockholm is proceeding cautiously on EU military links. Picture: Tony Andrew



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SWEDEN II

Hugh Carnegy examines the economy

Battle to restore prosperity



The ministry foresees stable private consumption despite the reduction in household income due to tax increases

Three issues have dominated what has sometimes been an anguished public debate about the Swedish economy this year: the budget deficit, the consequent expansion of the state debt and unprecedented levels of unemployment.

The deficit, expected to reach SKr20bn in the current July-June fiscal year, is running at about 13 per cent of gross national product, one of the deepest holes in the public finances of any European country. Borrowing to fill the hole has pushed up state debt to almost 90 per cent of GNP, making Sweden the world's biggest sovereign issuer on international bond markets. This alarming imbalance.

But even achieving this may not be enough to produce a long-term solution to the underlying structural weakness in the Swedish economy that has seen almost all net job creation in the past two decades come from the public sector as Sweden's famous universal welfare model expanded. Mr Persson must also engineer a reversal of a trend that has seen Sweden slide since 1970 from third place in the world league of GNP per capita – then behind only the US and Switzerland – to 16th place.

These are the figures which attracted most attention in the campaign for the general election in September. The precarious state of the public finances has also led to strong pressure from the financial markets for drastic measures to curb borrowing, which in turn has put added strain on the economy in the form of high long-term interest rates; Sweden pays a premium of 3.5 percentage points in interest on its 10-year bonds compared with benchmark German rates.

For Mr Göran Persson, the new Social Democratic finance minister, the tough task is to forge a transformation from a

vicious to a virtuous circle where the deficit is reduced sufficiently to reassure the markets – thereby engineering a cut in interest rates which bolsters a real recovery underway in the economy at large and helps achieve the vital political priority of cutting unemployment.

But even achieving this may not be enough to produce a long-term solution to the underlying structural weakness in the Swedish economy that has seen almost all net job creation in the past two decades come from the public sector as Sweden's famous universal welfare model expanded. Mr Persson must also engineer a reversal of a trend that has seen Sweden slide since 1970 from third place in the world league of GNP per capita – then behind only the US and Switzerland – to 16th place.

On the immediate task of sorting out the public finances, the new government has begun to get down to business. To stabilise the debt by the next election in 1998 at the latest, the target set by all mainstream political parties, Mr Persson's team at the finance ministry calculates that the budget must be strengthened by SKr9bn.

In early November, the first step was taken by a package that included tax increases to yield SKr3.5bn and spending cuts of SKr25.5bn. A further SKr20bn in spending cuts is promised in the January

budget. With an estimated saving of SKr14bn forecast for the period from lower interest rates, this will yield a little over SKr9bn.

Although in a minority in parliament, the Social Democrats have support from the Left party for the initial package and is confident of securing a majority with the help of right-of-centre parties for the next budget.

The markets have yet to be convinced. They will need to be reassured that the Social Democrats can get approval for budget cuts which will hit the party's bedrock supporters in the welfare system. They are nervous about the costs of an employment package also promised in the budget which is likely at least to include some significant short-term spending. They are also worried that some of the finance ministry's forecasts are over-optimistic.

The ministry is anticipating 3.4 per cent GNP growth in 1995. (This year, growth is expected to be about 2.5 per cent after three successive years of recession.) It foresees stable private consumption despite the reduction in household income due to the tax increases and spending cuts, and a fall in "open" unemployment to below 7 per cent. It also foresees inflation at 3 per cent just on the upper target limit set by the Riksbank.

Almost all other independent forecasts take a more cautious view. A central concern is that the hoped-for return to growth in the domestic economy will be dependent on a significant fall in the household savings rate, presently standing at more than 8 per cent of earnings, which is regarded as being far from certain.

Mr Persson acknowledges that if the economy does not perform as well as anticipated, the budget calculations will be skewed. But he says exports, which have fuelled the return to growth this year, will continue to grow well in 1995 and will have a growing trickle-down effect into the domestic economy as home-based suppliers of exports benefit. Corporate investment, long in recession, has finally begun to grow significantly. He also believes households are becoming less savings-minded as unemployment stabilises.

If the government does succeed in bringing the public finances under control, the economic debate is likely to shift to the deeper question of the underlying structure of the Swedish economy. Public sector spending has grown to account for some 70 per cent of GNP – easily the highest level among industrialised countries. This will fall as the deficit is reduced – but to get back closer to average European

levels would require a further stage of reform of the public sector.

To achieve this, the previous government under Mr Carl Bildt, radical leader of the conservative Moderate party, advocated free market reforms to cut back state monopolies in the public services, widespread liberalisation in areas such as labour market regulation, lower taxation on capital and extensive privatisation.

The Social Democrats, creators of the welfare state, have a different agenda. They readily accept the need to engender greater private sector growth; they acknowledge that the public sector must be reduced as a proportion of the economy; they embrace the need for open markets and competition.

But they remain committed to a strong public welfare system and the maintenance of a society where variations in income are smoothed out by state-directed redistribution of wealth. Their critics say this ultimately prevents them from tackling issues such as labour and monopoly market deregulation which is needed to unleash long-term growth.

The government has so far put a break on deregulation of Sweden's energy market, reversed some Bildt labour reforms and is hesitating over the privatisation of Telia, the state telecommunications company. The former government parties may tacitly or even explicitly support the Social Democrats in their efforts to cut the budget deficit. But they will certainly keep up the pressure on the new government to go further in reforming the economy in the battle to restore Sweden's long-term prosperity.

INTERVIEW: INGVAR CARLSSON

Two notable triumphs

Ingvar Carlsson, 60, took over as prime minister and leader of the Social Democratic party in early 1993 after the assassination of his predecessor, Mr Olof Palme.

In 1991, as Sweden spun towards a deep recession, he lost power to Mr Carl Bildt, leader of the conservative Moderate party, who declared that the long dominance of the Social Democrats and the universal welfare state they had built was over.

But Mr Carlsson led his party back to power in September's general election, pledged to defend the welfare model. Less than two months later, Mr Carlsson chalked up a second notable triumph when he won the battle to persuade Sweden to accept membership of the European Union in a national referendum.

With these victories behind him, Mr Carlsson can now turn to the urgent task of tackling Sweden's mounting state debt – soon to exceed 90 per cent of gross national product – and bringing down unemployment presently running at 13 per cent of the workforce.

Hugh Carnegy asked Mr Carlsson to outline his government's primary objectives: Mr Carlsson: Very clearly to stabilise the total debt, get over the economic crisis and stimulate economic growth and get down unemployment.

Doesn't this amount to a rather defensive agenda?

I don't think so. Unemployment in Europe is too high and to say that we want to

attack that unemployment and do it now together with other member countries in the Union – that is not defensive. It is very important long term for a progressive society to solve these problems. The financial markets are sceptical that you can balance your commitment to defend the welfare system with the need to cut the budget deficit. How can that be done?

Let us now see what we are doing. First, the former government reduced the budget deficit by SKr18bn. In addition to that we have now a proposal in parliament reducing the deficit by another SKr67bn and we have proposed to parliament the financing of the fee for EU membership of SKr18bn. And we have said in January there will be around SKr20bn, mainly in cuts. Honestly I don't think that the market is aware yet of what we are doing. But they will see the facts. This means we will stabilise the total Swedish debt before 1998 – which was what we said in the election campaign. I think it is possible already in 1997. And when the market sees the total effect of these proposals

that will definitely mean a stronger currency for Sweden and also a lower rate of interest.

The Social Democrats are in a minority in parliament. How stable is the government?

We have 46 per cent of the mandates and there are six parties in parliament – all the way from the conservatives over to the Left and the Environmental parties. When we look at our proposals we usually find at least one, and very often several, of the parties supporting us. We are as secure as a formal minority government could be. I think we have very good chances (to survive the four-year mandate period).

What role will Sweden play in the EU? We will be very ambitious. We will be active. We will take responsibility. We will accept decisions taken and follow them, but we will also come with concrete proposals, particularly to fight unemployment in Europe and to fight environmental problems. We will be active supporting the three Baltic states becoming members. And of course, now Norway is not

coming in we will try to see to it that Norway still will be in close and good co-operation with the EU. What action will you propose that the EU should take on unemployment?

I think what is in the EU Commission's Employment White Paper on investment is a good start – investments in infrastructure, roads, railroads; plus better labour market policies.

I think Sweden has something to contribute here with our experience on active labour market policies. Instead of paying cash to people, put it into active measures. We should have much more on education. Not just for youth and universities, but recurrent education, bringing people back from the factories into education, giving them a better chance in languages, electronics, information technology and all that.

Sweden is a neutral country. After the end of the cold war, some Swedes argue that neutrality is dead – that joining the EU means Sweden will inevitably shift towards joining a western European security alliance.

Coming in we will try to see to it that Norway still will be in close and good co-operation with the EU. What action will you propose that the EU should take on unemployment?

No, I don't agree with that. The parliament has said – and all parties agree with that – that we are militarily non-aligned, able to be neutral in case of war in our neighbourhood. And that's a reality. It's a parliamentary decision and the government is sticking to that.

We are not leaving our present position without knowing where to go. The Western European Union as it looks today, with the resources it has today, is no alternative. I think it is not in the interests of Nato, it is not in the interests of Sweden to change the basic security policy.

What is Sweden's attitude towards building European Monetary Union?

I am personally in favour of stronger co-operation in monetary policy but the formal position of Sweden both the present government and the former government, is that before saying yes to that co-operation we must know what it really will mean in reality and we don't know that yet. That is also what Germany has said; but I see personally that there are good arguments for increased co-operation. But I don't want to take specific positions. There are problems with (creating a common currency). I think we have to increase co-operation but the ways and means to do it have to be discussed further.

Enskilda Corporate

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AVESTA STÅL Multi-Currency Revolving Credit Facility January 1994 Joint Co-ordinator	SVEDALA Multi-Currency Term Loan January 1994 Joint Arranger	REPOLA Term Loan Facility April 1994 Joint Arranger	SEB AB SVENSK EXPORTKREDIT (SWEDISH EXPORT CREDIT CORPORATION) SEK 150,000,000 Equity Linked Notes 1994/1999 December 1993 Arranger	ÖNG ÖNG AKTIEBOLAG SEK 200,000,000 Bonds 1994/1999 April 1994 Arranger	VATTENFALL Guaranteed by Vattenfall AB SEK 5,000,000,000 Medium Term Note Programme May 1994 Arranger
HÖGÅRD Initial Public Offering raising SEK 1,311 million April 1994 Joint Lead Manager	SKANSKA Placing of Shares held by Prototyp Författnings AB raising SEK 2,619 million April 1994 Lead Manager	Autofix Initial Public Offering raising SEK 4,489 million May 1994 Lead Manager	Pharmacia International Offering of shares raising SEK 3,065 million June 1994 Joint Lead Manager		
CITY OF GOTENSBURG SEK 5,000,000,000 Privately Placed Loan Facility Maturing 2004 June 1994 Arranger	TRELLEBORG Multi-Currency Revolving Credit Facility July 1994 Joint Arranger	INVESTOR AB Investor Group Finance US\$ 650,000,000 Multi-Currency Revolving Credit Facility October 1994 Arranger	INCENTIVE TREASURY SEK 750,000,000 Bonds 1994/1999 June 1994 Joint Arranger	STOCKHOLMSLEDIGAR Guaranteed by The Kingdom of Sweden SEK 2,000,000,000 Commercial Paper Programme June 1994 Arranger	VÄSTERÅS STAD SEK 200,000,000 Bonds 1994/2004 June 1994 Arranger

2 Cannon Street
London EC4M 6XX
Tel: (44) 171 246 4000
Facsimile: (44) 171 588 0929

Enskilda Corporate is a division of Skandinaviska Enskilda Banken

Kungsträdgårdsgatan 8
S-106 40 Stockholm
Tel: (46) 8 763 8000
Facsimile: (46) 8 763 9566

Sweden and the European Union

Political passions stirred

Barely have political passions been so stirred in Sweden than in the debate that preceded the referendum vote on Sunday November 13 to join the European Union. Barely has the country been so deeply split, geographically, demographically and politically on a national issue.

The depth of feeling on the losing side after the 52.3-46.9 per cent result in favour of membership - 0.9 per cent of voters cast blank ballots - was graphically illustrated the following day in a radio confrontation between Mr Carl Bildt, the pro-EU former prime minister, and Mr Per Gahrton, Environment Party member of parliament and one of the leading figures in the No campaign.

Mr Gahrton, asked if it was now time quietly to accept defeat, exploded into a tirade against what he called "the insults and idiotic arguments" the Yes side "spewed over us". Turning on Mr Bildt, he declared: "I represent more kommundes (municipal districts) in this country than you. I represent more workers than you. I represent many more of the people who will be losers out of this."

At least on two points, Mr Gahrton was right. The map of Sweden the morning after the EU vote showed that the vast majority - geographically - of the country had voted No, with the Yes vote being carried, thanks only to heavy Yes results in the areas around the three main cities: Stockholm, Gothenburg and Malmö. Out of 283 communes nationwide, only 88 voted Yes.

On the No side, the main stalwart groups were trade unionists, young people and women. Most worryingly for the newly-formed Social Democratic government, almost half of all Social Democratic supporters voted No.

The core of the No argument was the perception that membership would undermine Sweden's independence, compromise its military neutrality, threaten its cherished welfare system and entrench high unemployment because of the EU's preference for free-market economics. The Yes campaign, meanwhile, spearheaded by the



Stockholm, November 13: European Union supporters celebrate after Sweden voted to join the EU. Picture: Reuters

political elite and business leaders, argued that Sweden must be a full participant in the EU's evolving political and economic structures to cement its own strategic and economic future. The key question now is whether the deep divisions which the debate exposed will

Some No campaigners are demanding another referendum if the EU goes further

persist or whether, over time, a general acceptance of the EU's participation in the EU will grow.

Some signs already suggest the latter. A poll late last month showed most No voters were reconciled to the Yes result - notwithstanding the reaction of senior No campaigners such as Mr Gahrton.

In the most northern county of Norrbotten, where some districts voted 80 per cent against membership, Mr Sven Persson, a senior official in the county council, commented: "Many people up here already regard

long-term consequences" within the party.

However the very threat of such a long-term cleavage undoubtedly increases the incentive for Mr Ingvar Carlsson, the prime minister, and his government to play an active role within the EU in the hope of gaining tangible results on the issues of most concern to them.

Swedish officials stress their wish - in league with their fellow Nordic countries Denmark and Finland - to further the campaign for greater openness in the EU's decision-making processes, to increase environmental standards, to advance equality between the sexes, to

KEY FACTS	
Area	449,964 sq km
Population	8.75 million
Head of State	King Carl Gustaf
Currency	Swedish Krona
Average exchange rate	1993 \$1=SKr 7.78 Jan-June 1994 \$1=SKr 7.90

ECONOMY		
	1993	1994
Total GDP (\$bn)	185.2	191.4
Real GDP growth (%)	-2.2	2.5
Components of GDP (%)		
Private consumption	54.7	54.0
Total investment	13.7	14.2
Government consumption	27.7	27.0
Exports	32.7	35.7
Imports	-28.8	-30.8
Annual average % growth in		
Consumer prices (%)	4.7	2.3
Ind. production (%)	2.6	9.7
Earnings (%)	3.2	3.9
FT-A Share price index (%)	38.8	17.5
Unemployment rate (%)	8.2	8.1
Discount rate (%)	5.0	7.0
Govt. bond yield (%)	7.0	11.0
Trade (SKr bn)		
Current account balance	-2.5	2.4
Merchandise exports	388.3	378.1
Merchandise imports	333.3	317.9
Trade balance	55.0	60.2
Main trading partners (%)		
Germany	14.4	17.8
UK	10.2	9.3
Norway	8.1	6.4
USA	8.4	8.8
Denmark	6.6	7.3
Finland	4.6	6.2
EU	53.2	54.8

Notes: *GDP, components and growth-first 94 only.

**Inflation, unemployment-average over year to October 1994.

***Earnings, Ind. prod-average over year to August 1994.

****Share price % growth over year to end Dec 93, Nov 94.

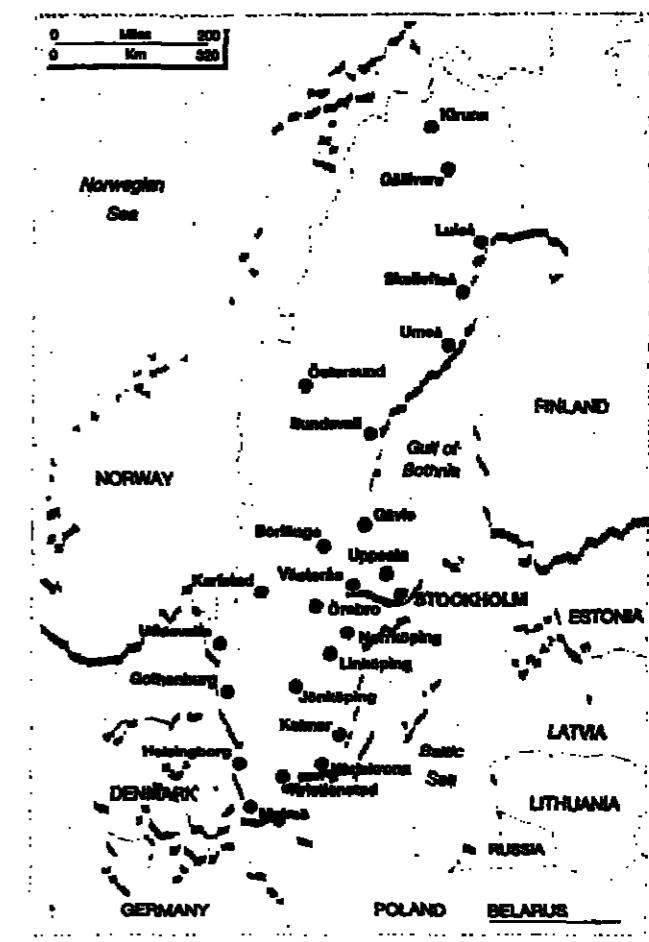
*****Discount rate, Bond yield-at end Dec 93, Nov 94.

*****Current account balance Jan-Sept 1994 only.

*****Trade-Exports, imports, Jan-Oct 1994 only.

*****Percentage shares of trade in 1993.

Sources: IMF, EU, National Institute of Economic Research.



so strong in Sweden that Stockholm will not be a full-hearted member. "That view misunderstands Sweden," he says. "When we enter an international organisation, it is always our intention to see that the organisation is strengthened, not watered down."

But he stresses there is no pre-ordained Swedish position on how the EU's structures should be shaped. The government, approaching the 1996 Intergovernmental Conference that will review the Maastricht Treaty, is being cautious. It is sticking to Swedish neutrality, reluctant to be drawn into taking a stance on a common EU

security and defence policy whose shape is as yet far from clear. Likewise, Stockholm favours extending co-operation on economic and monetary policy, but is holding back from endorsing a single currency.

"We will ask how the Union can be effective in creating common policies to further progress in areas such as environmental and employment policy - then we will ask to what extent the institutions affect these. Our approach will be from the substance of politics, not from an ivory tower discussion about institutions," says Mr Hellström.

Hugh Carnegy

Licensed Price-Fighter

Relations with Norway

Officials fear wedge

If you ask officials what course relations between Sweden and Norway will take in the wake of Sweden's "Yes" last month to membership of the European Union and Norway's rejection of membership, "status quo" is the united response, writes Karen Fossli.

Privately, however, they express fears that a wedge may have been driven between the two countries by the different outcomes of their referendums on EU membership.

Norwegian officials fear that at some point Sweden will be forced to ask itself "What's in it for me?" when deciding between Nordic co-operation and EU loyalty.

For Norway, a 90-year union with Sweden and before that a 434-year union with Denmark, were both forced marriages which partly explain Norwegians' response to joining anything resembling a union. Norwegians are quick to point out that during both unions the country lost its identity and the people lost their language.

Norway relinquished neutrality following the occupation by Nazi Germany during the second world war and became a founding member of the North Atlantic Treaty Organisation (Nato). Sweden, which was not occupied during the war, has maintained neutrality.

In joining the EU, Sweden will attain observer status at the Western European Union (WEU), but the country is loathe to subscribe to full membership. Norway has WEU observer status.

Norway says Sweden relies on its ties to Nato. "This has always been vital for Sweden and has contributed to allowing the country to maintain neutrality," one Norwegian official explained.

In 1952, the Nordic countries established the Nordic Council through which co-operation has since been undertaken. Resolutions unanimously passed in the Council are binding for the Nordic governments but in some cases must be approved by their individual national assemblies. Foreign policy and security policy fall outside Nordic co-operation, however.

Mr Carl Bildt, the former Swedish conservative Moder-

ate prime minister, suggested last month that formal Nordic co-operation be dismantled in view of the broad Nordic expansion into the EU. But, Mr Ingvar Carlsson, Sweden's prime minister, has so far resisted such a move.

"There is a limit to what Sweden could do [to this end], if it was to do anything at all, because there would be a public outcry if Nordic co-operation was to end... and this gives Norway some protection," a Norwegian official said.

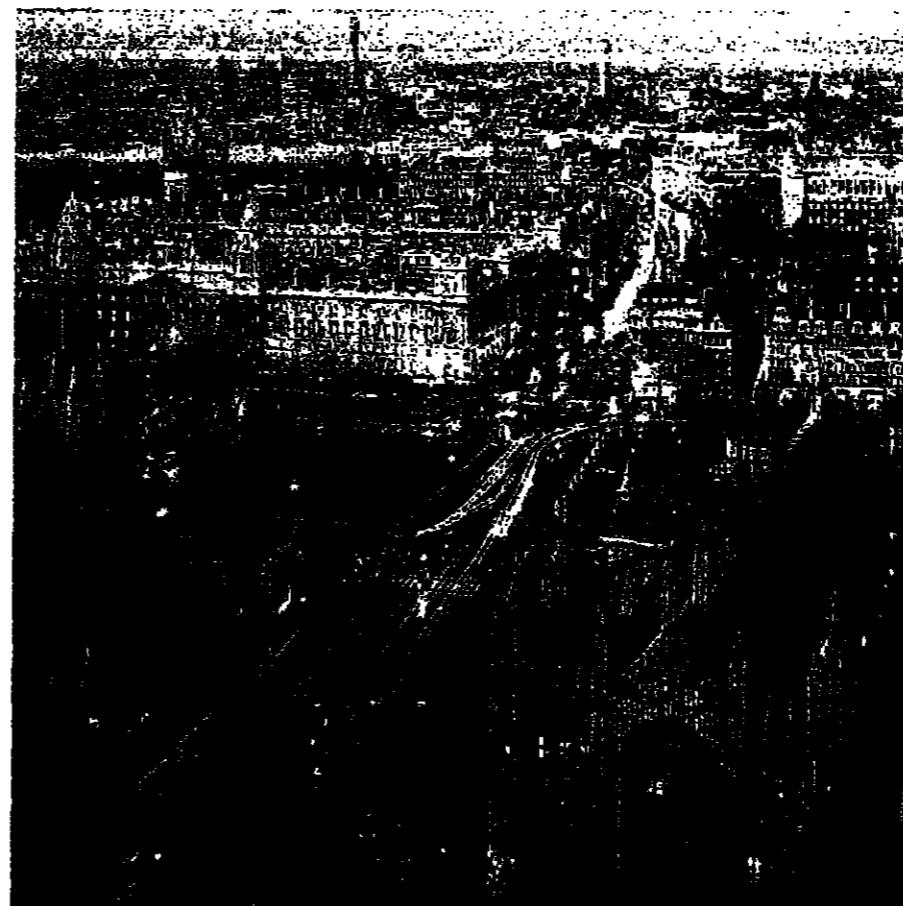
Last month, the Nordic Council agreed that co-operation should be refined to take into account "a wider international outlook". Nevertheless, Norway fears that the Nordic Council might become obsolete, or take a back seat to the EU, now that all of the Nordic countries

except itself and Iceland have become EU members.

One of the most significant achievements of the Nordic Council is that of joint labour markets, set up 20 years ago, and the introduction of unrestricted passage between Nordic states. Sweden can work and live in Norway or other Nordic countries and vice versa. Officials do not foresee interruptions in these agreements just because Norway is outside the EU but both sides see controls at the new EU-Sweden-Norwegian border being tightened.

Swedish customs officials say they have received no signals from Brussels that things should change. The Norwegians, however, fear that an existing drain of trade to Sweden at the frontier will become exacerbated by the new EU border. Norwegians have for years been moving to Sweden where food prices in particular are significantly lower and are set to decline as a result of EU membership.

Local Swedish authorities are already attempting to persuade Norwegian companies to relocate "just over the border into the EU" and advertising campaigns spelling out the benefits are in full swing. Some local authorities are



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SWEDEN IV

Tourism is one of Sweden's fastest-growing sectors and, although the trade is relatively young, ranks as the country's third-largest industry, generating annual turnover of an estimated SKr68bn of which SKr21bn is derived from foreign tourists.

The attraction of Sweden has to be, among many things, the country's unspoilt environment and alluring scenery comprising 60,000 islands, 90,000 lakes, a 4,725-mile coastline and endless forests. There are also 350 museums in the country and a wide variety of special events throughout the year.

The tourist industry peaked in 1989 when turnover hit SKr100bn, but nose-dived by nearly SKr80bn during 1990-91 when the then Social Democratic government led by Mr Ingvar Carlsson increased value added tax on tourism to 25 per cent in two stages.

The VAT increase coincided with the onset of the deepest recession to hit Sweden since the second world war. But the industry recovered during 1991-93 after a new conservative Moderate government, led by Mr Carl Bildt, reorganised the marketing of tourism and cut VAT to 12 per cent.

These factors were aided by the start of a recovery in the economy which began at the end of 1993.

Nevertheless, even after the rate cut, Sweden's VAT remains significantly higher than the European average. The Swedes argue vigorously that prices in their country have become competitive with the rest of Europe while a main priority of marketing seeks to dispel "the myth" that Sweden is far too expensive to be considered a holiday destination by more than just the elite.

"Surveys show that many foreigners still believe that Sweden is too expensive. Heavy resources are therefore being invested in marketing Sweden abroad," the Swedish Trade Council said in its 1994 annual report on the country.

In the first nine months of this year, the number of overnight stays in Swedish hotels by foreigners rose 13 per cent compared with the year-earlier period, and industry executives are predicting that 1994 will be a record year in terms of growth. Last year, foreigners' overnight stays alone reached 6.1m.

During the first nine months of 1994, Dutch and Danish tourists accounted for the highest growth rate in overnight stays in percentage terms, rising respectively 25 per cent and 26 per cent while US visitors rose by 14 per cent.

German tourists, the largest group of foreign visitors to Sweden, increased their overnight stays by 13 per cent and UK tourists 11 per cent.

Another indication of the strength of this year's activity is a forecast rise in the number of cruise ship passengers calling on Stockholm alone. It is estimated that international cruise ships will make 125 visits to the capital city this year, carrying a total of 70,000 passengers, representing an increase of 10,000 passengers over 1993.

Mr Per-Johann Orrby, president of Next Stop Sweden (NSS), the Swedish Travel and Tourist Council, attributes the rise in



Lake Mälaren: Sweden's alluring scenery is one of its attractions

Photo: Peter Stiller

TOURISM

Growing rapidly



Passenger ferry Silver Cloud near Stockholm. Sweden has a 4,725-mile coastline. Photo: Tony Andrews

tourism's fortunes partly to Sweden's attractive prices - in foreign currency terms - since the krona was devalued by nearly 30 per cent in 1992. The reduction of VAT and a slight recovery of the economy are also considered significant.

NSS reckons that sterling buys 15 per cent more in Sweden since the devaluation, while the purchasing power of the US dollar has risen 18 per cent and the German mark 30 per cent.

But the Swedes probably also have their next-door Nordic neighbours to thank for foreign interest, following Norway's success in arranging the Winter Olympics earlier this year.

For more than two weeks in February, hours and hours of pristine, sunlit "Scandinavian" winter images were broadcast worldwide from Lillehammer in Norway. Such coverage undoubtedly had a spin-off effect for Sweden and must have improved the country's standing as a tourist destination.

The Olympics boosted Norway's tourist

industry by as much as 5 per cent this year but it would be difficult to quantify the effect it had on Swedish tourism.

According to Mr Jan Bränström, managing director of Image Sweden, the state-backed agency which promotes Sweden internationally, recent studies revealed that about half the foreign tourists visiting Sweden do so as part of a Scandinavian tour. But, he said, there were no plans for a joint Scandinavian tourism marketing effort and, in the long-run, he saw few, if any, benefits from such a scheme.

Another important factor which has undoubtedly lifted the awareness of Sweden abroad is the apparent success of the big overhaul of the organisational structure of marketing services for tourism. The Swedish Tourist Board was dismantled and Image Sweden established together with NSS. Image Sweden purchases marketing services from NSS for an estimated SKr60m annually.

Karen Fossli

Photo: Tony Andrews

Christopher Brown-Humes reports on the forestry industry

EU vote was critical

No other Swedish industry had more at stake in the country's European Union referendum than the forestry sector. Even people not directly involved in the industry - the country's biggest net export earner - agreed that Sweden's pulp and paper companies had much to lose if the country had stayed outside.

"For the forestry industry a 'No' would have a catastrophe," says Mr Arne Martensson, chief executive of Svenska Handelsbanken.

The EU is the Swedish forest industry's biggest market by far. About 30 per cent of its existing capacity is located outside Sweden within EU borders. But the EU is also an important market for many of the country's other multinationals, so it is not simply a question of access.

What distinguishes the forestry sector is the continuing environmental debate, covering everything from recycling and waste management to clear-cutting (the practice of completely clearing whole swathes of forest land at one go) and eco-labeling. The Swedes felt they simply had to have a direct say in shaping policy in issues of such commercial importance to their companies.

The nightmare scenario for Sweden's pulp and paper sector would be an EU forestry policy that coupled maximum stress on recycling with maximum emphasis on the preservation of existing forest areas.

Two years ago Swedish banks had too little money and too many loans going sour. Today they have too much money and too few people wanting to borrow it.

It is a striking recovery, if a rather lopsided one. Healthy profits are being made again but only because there has been a sharp drop in the volume of the credit losses which crippled the sector two years ago. Underlying results have actually deteriorated because of low credit demand, narrower margins and reduced profits from bond trading.

The pattern is clear: from the results of two of Sweden's leading private-sector banks, Skandinaviska Enskilda Banken and Svenska Handelsbanken. SE Banken made a nine-month profit of SKr2.87bn, a huge improvement on SKr71m a year earlier, after credit losses shrank 44 per cent to SKr4.35bn. But the result before loan losses, after stripping out hefty capital gains, was down 17 per cent on 1993.

Handelsbanken achieved a SKr1.8bn profit - a 148 per cent improvement on last year. This was because a 59 per cent drop in credit losses to SKr2.14bn offset a

12 per cent fall in underlying results.

The drop in loan losses has been fuelled by Sweden's economic recovery and low short-term interest rates. As for the underlying performance, Sweden's banks are partly the victim of their own caution and partly of the general state of the Swedish economy.

Having been brought to their knees two years ago by reckless lending to an overheated property sector, they are now controlling their risk exposures more carefully.

At the same time, customers have shied away from taking out new loans because of weak private consumption, very high long-term real interest rates and reduced tax incentives.

The problem is that the banks have never been in a better position to lend

to take out the energy instead, producing heat and electricity which saves coal and oil," he says.

Please as they are by the outcome of the EU vote, it is already clear that membership will carry a cost for the forestry groups. Mr Göran Persson, Sweden's finance minister, has announced a series of new corporate, energy and environment taxes to help fund the estimated SKr20bn annual cost of Swedish EU membership.

Stora, Europe's biggest pulp and paper group, believes the measures will add as much as SKr230m to its annual costs, including the impact of higher social security charges.

But there is surprisingly little grumbling. That has probably got a lot to do with the fact that Sweden's pulp and paper groups have enjoyed a much better 1994 than they expected when that a strong cyclical recovery in the sector is under way. Profits have grown as rising prices and strong demand have driven up capacity utilisation and sales. The weak krona, cost-cutting and lower debt burdens have also contributed to the upturn. Prices are increasing for virtually

all grades of paper and paperboard - although the impact has yet to be fully felt in companies' profit-and-loss accounts. Long fibre pulp prices have doubled in little more than a year and are set to reach \$750 per tonne by January 1. Prices for fine paper, which has a high pulp content, have also climbed sharply, as have prices for sawn timber. In other segments, such as publication papers, the impact has been modest although big price rises are on the way.

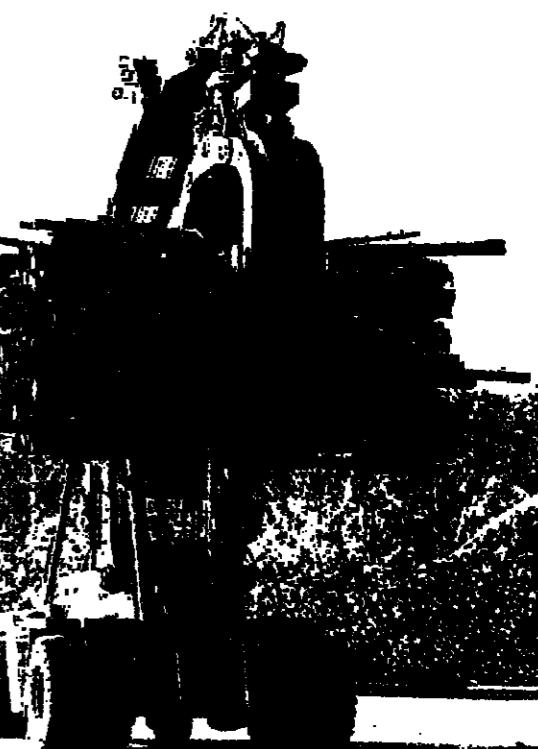
A picture of an industry making a rapid return to health, after three difficult years between 1991 and 1993, emerged at the nine-month stage. Stora announced a profit of SKr2.04bn, seven times higher than the SKr34m profit achieved in the same 1993 period. MoDo swung to a profit of SKr1.0bn from a SKr27m loss while SCA lifted profits to SKr1.85bn. The industry expects even better figures next year because of higher prices. With balance sheets also in much better shape, companies are starting to expand again, either by

acquisition or by building new capacity. MoDo has announced SKr1bn of new investments, including a SKr2.1bn outlay on a new newsprint machine at its Braviken plant in Sweden. Stora is considering a SKr2.5bn investment in a new board machine. Asselövbanen has agreed to buy MoDo Packaging in a deal worth SKr1.25m.

Industry estimates suggest Swedish companies will invest as much as SKr1.6bn in 1995, about the same amount as they invested annually in the late 1980s at the last cyclical peak. This makes investors nervous because the downturn that struck the industry in 1991 was caused more by overcapacity than weak demand.

During the late 1980s and early 1990s, Swedish forestry groups invested heavily in the UK, Germany and France because they wanted to establish themselves close to their main markets. In the present expansion phase, there are signs that a greater proportion of investments will be concentrated at home.

This trend undoubtedly reflects the productivity gains achieved in the Swedish forest industry over the past few years. Dr Remmert says the new competitiveness and the need to exploit virgin fibre resources make it natural for the expansion to be in Sweden. "There is a need for more fresh fibre in the system and the waste paper trend is balancing out," he says.



Holmen plant, part of the MoDo group, at Norrköping. Picture: Tony Aspinwall

BANKING

Too much money: not enough borrowers

12 per cent fall in underlying results.

The drop in loan losses has been fuelled by Sweden's economic recovery and low short-term interest rates. As for the underlying performance, Sweden's banks are partly the victim of their own caution and partly of the general state of the Swedish economy.

Having been brought to their knees two years ago by reckless lending to an overheated property sector, they are now controlling their risk exposures more carefully.

At the same time, customers have shied away from taking out new loans because of weak private consumption, very high long-term real interest rates and reduced tax incentives.

The problem is that the banks have never been in a better position to lend

money. They have strong capital ratios after the recapitalisation programmes carried out last year and, due to high personal savings levels, deposits are accumulating all the time. This means that after being undercapitalised two years ago, they are now close to being overcapitalised. But if they are not to turn away deposits, they have to do something with their surplus liquidity. This has forced them to compete aggressively to lift market share - hence the narrower margins - and expand their investment portfolios to a time when the securities market has been turbulent.

This strategy has had painful consequences, particularly because of this year's bond market turmoil. Bond trading profits are down sharply from last year's levels, and investment portfolios have been hit by the difference between market and purchase prices. The investment performance does not feed through directly into the profit-and-loss account - as it does in Denmark - but it does affect equity and capital cover.

Results are expected to improve further next year. Credit losses should continue to fall, even though short-term interest rates are on the rise again. Loan demand should also increase, particularly because of higher investments by the country's big exporters. However, state tax increases and spending cuts to curb the country's budget deficit will again hit private consumption, curbing loan demand from the household sector.

Banks are not just looking to more robust loan demand to boost their business. Services are being widened to include life insurance and more sophisticated banking products. SE Banken, for example, has bought the Diners Nordic credit card operation and set up an independent 24-hours-a-day telephone banking service. Handelsbanken has become the first Swedish bank to develop flexible occupational pension schemes.

But competition is increasing. One of Sweden's leading insurers, Skandia, has

set up its own banking unit and the Post Office is offering a broader range of banking services.

Competition within the Nordic region is also intensifying. Both SE Banken and Handelsbanken are building up their operations in Finland and Norway. Other Nordic banks are also planning to set up branches in Sweden. The increasing cross-border competition was the main reason that four of the region's top banks broke up a 10-year co-operation venture, Scandinavian Banking Partners, during the summer.

The government has still not made any move to remove the blanket guarantee which it put on the entire banking system in late 1992 at the height of the banking crisis. There are several reasons for this.

One is that credit losses, though falling, are still not back to pre-crisis levels. Handelsbanken's loan losses are still running at 1 per cent of total lending, four times the level in the late 1980s. In addition, Föreningsbanken, one of the main banks, is still not back in the black.

Secondly, Swedish long-term interest rates are high, and they are likely to

remain so until the markets are convinced that the government has got the state debt under control.

Thirdly, the banking is supporting the banks' credit ratings.

Finally, the support has helped to sort out the banking crisis debris. For example, when Securum, the state-owned entity set up to liquidate the failed loans of Nordbanken, arranged a SKr20bn refinancing in the autumn, its task was made easier by implicit backing from the Swedish state.

The banking crisis cost the Swedish state about SKr55bn in cash support. Some of this will be recovered by the gradual dismantling of Securum, its sister Retriwa (the "bad bank" for Gota Bank), and the return of Nordbanken to the private sector.

Nordbanken, which collapsed into state arms in 1992 as the biggest casualty of the crisis and has since been merged with Gota Bank, is due to be re-privatised some time next year.

Securum's progress over the past year shows that the legacy of the crisis is likely to be much shorter than was at first expected. The unit, which has converted virtually all of its sour loans into assets, seems likely to complete its liquidation programme within 10 years, having already sold SKr10bn out of SKr51bn worth of assets. It would like to have returned at least SKr10bn to the Swedish taxpayer by the end of the process.

Christopher Brown-Humes

Stockholm, built on a string of islands and peninsulas where the Baltic Sea meets the Mälaren lake, is a beautiful city by any standard. Its wealth of handsome architecture and grand waterfronts make it one of northern Europe's most attractive centres.

The relative compactness of the heart of Stockholm means that even a busy business visitor can savour much of what it has to offer. But to most outsiders it is still an expensive place with quirks that can

Travellers' guide

catch out an unwary traveller. How to get about: Beware the Middle Eastern bazaar for taxis at Stockholm's main Arlanda airport. Most taxi companies offer a reduced rate for the 40km ride to central Stockholm - of not more than SKr300 - but you have to fix the fare in advance. If the driver runs the meter, you will pay up to SKr600.

For those not pressed for

time, the regular bus service to Centralen, the central rail station, costs SKr50. If you stay in town, many appointments will be within walking distance of your hotel. If you are anxious to cut taxi costs, the Tunnbana underground system is simple to use, efficient and cheap.

Where to stay: If you want to stay on the waterfront, the prime hotels are the Grand, the Strand and the Diplomat. All are within a short and pleasant walk of the main government offices and business area of the city. Two other big city centre hotels, the Sheraton and Royal Viking, can claim a waterfront view, but in reality are hemmed in by busy thoroughfares. For something cheaper and with more character try the Lady Hamilton or the Lord Nelson on Gamla Stan, the old town.

Where to eat: If you are a fan of salmon and herring, Sweden is the place for you. Otherwise,

standard fare tends to be dull. A good value option for lunch offered in dozens of restaurants, usually including a light beer, for SKr45-SKR60. Lunch-hour in Sweden is noon-1pm.

Stockholm also boasts a range of quality, up-market restaurants. The Smörgåsbord at the Grand Hotel is justly famous for its sumptuous spread. The Operakällaren at the Opera is good, but at lunchtime the Opera Bar is cheaper and more fun.

Two good restaurants in beautiful settings are the Ulla Winblad on Djurgården and the nice Ulriksdals Världshus on Edsviken. Be warned, however, that beer, wine and spirits prices in all restaurants are very high.

Where to go: In summer take a

boat trip to the islands. Look for the ferry company information and ticket offices in front of the Grand Hotel (for the archipelago) and the City Hall (for the Mälaren). Växholm in the archipelago is a good destination for a day, or half-day trip.

Take a lake steamer to the royal palace at Drottningholm for a summer treat and go to the opera at the 18th century Drottningholms Slottsteater - but tickets for the opera are hard to get at short notice.

There are several good museums in Stockholm. In the city, Gamla Stan, the old town perched on an island, is a charming jumble of narrow streets and old houses where a little exploration will turn up interesting antique shops.

Other tips: Always check museum opening times in advance; Swedish tourist attractions have an irritating habit of being closed in the summer because all the locals are on holiday, and restricted in the winter because it is not holiday time.

In early August, Stockholm hosts its annual water festival - which is great fun, but also highly disruptive to normal business in the city centre.

In July, the city is all but dead as Swedes go on holiday en masse. Do not plan a business trip then.

In winter, there is no decent downhill skiing in the Stockholm area - but if you are a skater, visit in January and February. You could be in for the treat of your life - skating on the lakes and the sea.

Finally, there is still a state monopoly on the retail sale of alcohol. If you want to buy it, look for branches of the Systembolaget. They are only open to open on weekdays and are shut at weekends; most do not take credit cards.

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SWEDEN VI

Profile: Saab-Scania

Profits have surged

Saab-Scania, the Swedish vehicle and aerospace group, is at last starting to produce the sort of returns that its owners, the Wallenbergs, must have hoped for when they bought the group in 1991, reports Christopher Brown-Humes.

Profits have surged this year, after two dismal years in 1992 and 1993, driving the broader recovery of investor, the key Wallenberg holding company which wholly owns the group. In the first nine months, Saab-Scania achieved an operating income of SKr2.3bn, a spectacular increase from only SKr108m in the same 1993 period.

Spectacular, perhaps, but a performance nevertheless which mixes "wine with water," according to Mr Lars Kyberg, Saab-Scania chief executive.

The "wine" is Scania, the world's fifth-largest truck group, which has benefited from a strong revival in demand and soaring sales.

The "water" is the group's commercial aircraft business which has suffered heavy losses amid plunging sales and orders.

The commercial aircraft division is, undoubtedly, the group's immediate headache because this year it is only likely to sell 15 of its turbo-prop aircraft against the 50 which it needs to sell to break even.

The group produces two aircraft, the Saab 340, which can seat 20-39 passengers, and the Saab 2000, a newer model seating 40-59 passengers.

General market overcapacity has caused problems not just for Saab-Scania, but for many of its competitors. Indeed, it is this general state of distress that leads Mr Kyberg to believe that a far-reaching solution - nothing short of an European Airbus-type consortium in turbo-pros - might be possible.

"If I had a single New Year wish, this is what I would really like to happen in 1995," he says.

The members of Mr Kyberg's mini-Airbus consortium would be Saab-Scania, British Aerospace, ATR, the French-Italian group, and Germany's Deutsche Aerospace. Forging a collaboration would provide Europe with real clout in its battle with overseas competitors such as Canada's Bombardier and Brazil's Embraer, he argues.

But there is a long way to go and even if agreement can be



Saab-Scania's aircraft manufacturing plant at Linkoping. Photo: Tony Andrew

reached between the four partners, the European competition authorities may not like it. If the venture fails, Mr Kyberg maintains that Saab-Scania can still soldier on its own, although it is not a prospect which he relishes.

Apart from anything else, he feels the group is at a competitive disadvantage because it cannot offer some of the export credits and other soft financing mechanisms that its rivals can.

Saab-Scania is also seeking to build a strong international alliance for its fighter aircraft, the JAS 39 Gripen. The project has been hit by delays and cost-overruns, and last year suffered the trauma of a high-profile crash during a Stockholm air display.

The group has a healthy order book from the Swedish air force for the aircraft, a multi-purpose reconnaissance and attack fighter, but full commercial success will only come with export orders. That is

why Saab-Scania wants an overseas partner.

The company in question is almost certain to be British Aerospace. The two companies have talked for more than a year and a final agreement in the form of a sales and marketing joint venture is likely to be announced during the spring.

BAE has a strong historic position in a number of the markets which Saab-Scania would like to penetrate, including Middle Eastern and Far Eastern countries.

The British group's help in producing an "export" version of the aircraft, which could be adapted to local conditions, is also being sought.

Saab-Scania is definitely not seeking a partner for its Scania bus and truck division, which has consistently proved to be one of the world's most profitable operations in this field. Scania has a number of basic strengths, including modular construction (using the same

core module for different truck models) and a strong dealer organisation.

In the past year these advantages have been enhanced by the weakness of the krona and recovering demand and the group has been able to take market share. European production has doubled to 140 trucks a day from 70.

Underscoring the upturn, Scania's sales surged 34 per cent to SKr18.5bn in the first nine months while its order intake jumped 61 per cent to 29,100 trucks and buses. The unit's operating margin reached 14 per cent, about twice the level of Volvo Trucks, a highly-regarded competitor.

Scania's achievements are the more remarkable for the fact that it has not produced a completely new model for many years, contenting itself instead with a gradual refinement of existing models. Mr Kyberg declines to discuss industry rumours suggesting a new model may come as early as next year.

Scania's present production and sales strongholds are Europe and Latin America. It has consistently shied away from the North American market, saying its sixth manufacturing plant - it has three in Europe and two in Latin America - is likely to be in Asia. "We see Asia as our third region," says Mr Kyberg.

Saab-Scania retains a 50 per cent stake in Saab Automobile. This is essentially a financial investment because management is carried out by the other joint owner, General Motors.

There have been rumours that Saab-Scania will sell out, but Mr Kyberg denies it. "We have a good co-operation with GM and wish it to stay like that," he says.

Besides, the group is at last earning money from Saab, which will make its first profit in two years in 1994.

Mr Kyberg does not believe the group is spreading itself too thinly by operating in so many sectors with huge capital requirements. He says vehicle-making is the group's traditional business - Scania is 100 years old and Saab is more than 50 - and that is where its expertise lies. In other words, he is happy with the basic structure of the group.

The only difference is that by the year 2000 he hopes to have several strong international partnerships in place to share some of the burdens.



The secret weapon in Stena's armory: an artist's impression of the HSS Highspeed Sea Service ferry which will halve normal travel times

Profile: Stena Line

A remarkable comeback

For a company that was in crisis and making heavy losses only three years ago, Stena Line, the world's biggest ferry operator, has staged a remarkable comeback. Despite difficult market conditions in both its Scandinavian and UK markets, it is heading for a record SKr500m profit in 1994 and it is once again planning significant fleet investments.

The severe difficulties experienced earlier in the decade were caused by the company's \$570m purchase of Sealink, Britain's second-biggest ferry operator, in 1990. The move left it with huge debt-servicing costs and a need to undertake important restructuring in the newly-acquired operation. The Gothenburg-based company even threatened to close Sealink entirely, barely 18 months after the purchase in a move to force unions to accept drastic cost-cutting.

Given that Stena has some 34 per cent of the British passenger shipping market - second only to P&O - it cannot afford to be complacent about the Channel Tunnel. Its main UK route, Dover-Calais, will be competing head-on with tunnel traffic. Stena is sceptical about Eurotunnel's assumptions that it will eventually gain some 30 per cent of freight traffic and 50 per cent of cars on short-sea cross-channel routes, but it is basing its strategy on them nevertheless.

One solution would be for it to seek an extensive collaboration with P&O, although this would have to meet with the approval of the relevant competition authorities. In any case, it expects the overall market to grow, helped by economic growth in both Britain and France.

Nordic ferry traffic has been hit hard by the sinking of the ferry Estonia, which capsized in heavy seas in September with the loss of more than 900 lives. Stena has suffered less than other shipping groups, partly because it does not operate in the Baltic Sea where the tragedy occurred. The company's passenger volumes in the Swedish and Norwegian markets fell by 12-14 per cent during October and November, although there are now signs of recovery.

Stena, like other ferry operators, is

bracing itself for some tough new safety regulations in the wake of the tragedy. Although these will add to costs, it believes the impact will be neutral in competitive terms because rivals will have to implement the same measures.

The secret weapon in Stena's armory is undoubtedly its revolutionary HSS Highspeed Sea Service project, which it has developed with its main owner, Stena AB. Three fast ferries, which will halve normal travel times, have been ordered from a Finnish yard and a fourth is planned.

Given that Stena will change ferry traffic a great deal," says Mr Bo Lervenius. However, some observers regard the project as technically risky, and at a total estimated cost of SKr35m, it is certainly an ambitious investment.

It is the first time that high-speed ferries will be able to carry lorries, trailers and buses alongside passengers and cars. The boast is that they will offer a degree of comfort and reliability which present fast vessels, such as catamarans, can not.

The first of the Finnish-built vessels, which will each be able to carry 1,500 passengers, is due to enter service across the Irish Sea next September. A lot is riding on the success of the ships, not least because they are an element in the group's overall strategy of enhancing the transport-derived portion of its revenues. The aim is to gradually reduce the company's dependence on duty-free sales which are due to be phased out under European Union rules in 1996.

Already Stena has reduced the proportion of on-board income (including duty-free) as a percentage of total operating income from 55 per cent in 1988 to less than 35 per cent today.

Christopher Brown-Humes

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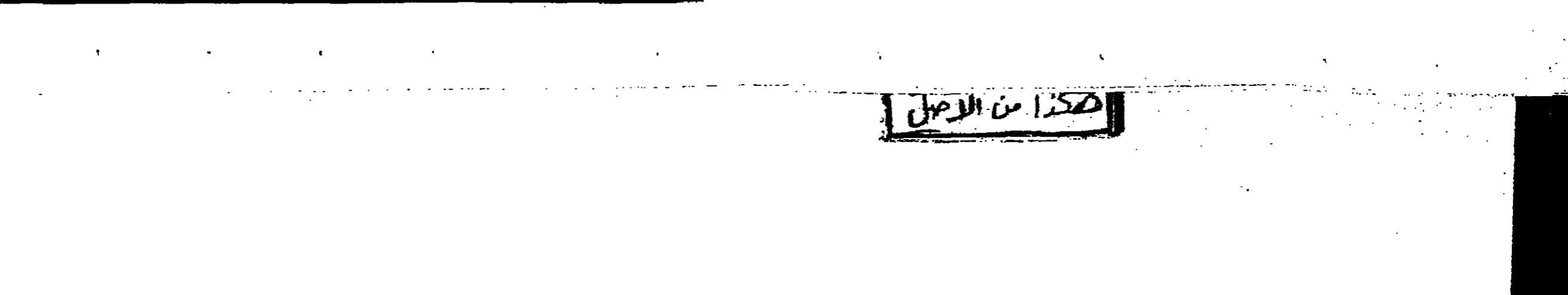
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SWEDEN VII

Andrew Baxter reports on manufacturing industry

Big productivity increase



Black on top, thanks to a dramatic recovery in profits

Photo: Tony Andrews

Profile: Volvo

Firmly embarked on new strategy

"Firing on all cylinders." "Up to speed again." "Back in top gear." To the relief - and pride - of most Swedes, the motoring metaphors have been flowing thick and fast this year for Volvo, the country's biggest manufacturer.

Thanks to a dramatic recovery in profits, memories of the ignominious collapse at the end of 1993 of Volvo's plans to merge with France's Renault have faded fast. Volvo returned a 12-fold growth in pre-tax profits in the first nine months of the year to record a surplus of SKr12.7bn, on turnover of SKr12.2bn.

Under the energetic Mr Sören Gyll, the chief executive who has emerged as the new dominant figure in Volvo, the company is firmly embarked on a new strategy to focus on its core vehicle - a king of operations. By the end of 1995, it intends to have sold off all its non-core assets, raising a total of some SKr10bn to finance the future development of cars and trucks.

Today, there is a widely-held view in the industry that Volvo Truck Corporation is already in strong shape. At the nine-month stage, worldwide unit truck sales were up 38 per cent at 49,400, delivering a jump in operating profits to SKr2.7bn that produced an operating margin of seven per cent.

The big question mark, however, hangs over the future of Volvo Cars, the biggest division by sales value and the real heart of the company in the eyes of a nation which has always regarded Volvo as Sweden's industrial flagship.

The car corporation also produced a big improvement in the first nine months: unit sales, at 269,600, were up 18 per cent; operating profits went from near break-even to SKr1.85bn. But Mr Gyll was quick to admit that the operating margin of 4 per cent, achieved as Volvo approaches the top of the business cycle, fell far short of the 7 per cent average he says the car division needs to achieve over a complete cycle.

Uncomfortably for Volvo, it is setting out to achieve this as a niche player in the worldwide car industry at a time when the trend among its competitors has been towards building volume.

Volvo is now one of the world's smallest producers of mainstream vehicles, with a basic range of just three cars in the 900, 800 and 400 series. Many in Sweden who argued against the merger with Renault said Volvo should set out to become a "Swedish BMW". Within months of Volvo choosing that path, however, the German carmaker itself opted to make a quantum leap in its volume output by buying Britain's Rover.

Mr Gyll and Mr Per-Erik Mohlin, head of the car divi-

sion, are well aware of this background. But they argue that there are still opportunities for a manufacturer of Volvo's size - Mr Mohlin says he is aiming for optimum output of 500,000 cars a year - given its powerful brand name and the vital ability of smaller manufacturers to use modern production techniques to be more responsive to customer demand.

On the marketing front, Mr Mohlin intends to stretch Volvo's traditional appeal to family car buyers - primarily through its famously roomy estate cars - to what he calls "pre-family" and "post-family" buyers. The intention is to build on Volvo's reputation for safety, reliability and environmental friendliness to embrace at the same time greater "driveability", with more emphasis on performance.

The implication of this for production is for sportier models, with more attention to interior comforts. Volvo is not about to abandon estate cars, but it will concentrate harder on producing attractive saloons that get away from the "boxy and boring" image of the past - and give greater added sales value. The trail has already been blazed to some extent by the successful 850 model; one in four 850s sold are the turbo-engined version.

Volvo also has to decide whether to make a belated response to the inroads made into the estate car market by four-wheel-drive vehicles - with more emphasis on performance. The implication of this for production is for sportier models, with more attention to interior comforts. Volvo is not about to abandon estate cars, but it will concentrate harder on producing attractive saloons that get away from the "boxy and boring" image of the past - and give greater added sales value. The trail has already been blazed to some extent by the successful 850 model; one in four 850s sold are the turbo-engined version.

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The flotation has come against a backdrop of much better financial performance

was moved last year from a plant near Stuttgart to Sweden, involving the loss of 180 jobs in Germany.

In the UK, where Kalmar bought Coventry-Climax in 1987, production of the Climax range of light trucks for the UK market was discontinued in 1992, and is now outsourced to US and Japanese suppliers.

At home, emphasis has focused on boosting productivity. Absenteeism has been sharply reduced, co-operation between unions and management has replaced confrontation, teamwork and flexibility are the buzzwords.

Bringing manufacturing back to Sweden from Germany was thus a sign of confidence in the ability to manufacture competitively at Ljungby - helped, naturally, by the devaluation of the krona in late 1992. It also helped fill spare capacity caused by the recession, which prompted a sharp fall in demand in a number of important product and geographic markets. Worldwide sales fell from SKr1.62bn in 1990 to SKr1.36bn in 1992, turning a profit of SKr39m, after financial items, into a loss of SKr34m.

There was an improvement last year, especially on the heavier side of the business, and sales of SKr1.6bn produced a profit of SKr34m after financial items. So, in mid-Jan-

ing have come, with better management, logistics, and flow of goods, all designed to raise productivity. Labour-management relations are much improved, and discussions are conducted in a good atmosphere, he says.

Two important factors have transformed the competitiveness of Swedish industry, according to Mr Magnus Lemmel, director-general of the Federation of Swedish Industries. The first is the Swedish krona's *de facto* devaluation of 26 per cent in the past two years, which has restored manufacturers' ability to compete in the European market.

The second change, says Mr Lemmel, is a big increase in industry's productivity over the past few years. In the long term, this is more important, he says. The krona may rise in value, but the effects of increased productivity will endure.

The increase in productivity has come through a mixture of government and industry efforts. Cuts in sick-leave benefits made by the former, pre-1991 Social Democratic government had a very important effect, reducing absenteeism by about 20 per cent.

Since then, the recession across much of Sweden's industrial sector - whether export-oriented or reliant on the domestic market - has led to big reductions in employment. "We are now producing more, with much less labour," says Mr Lemmel.

Prompted partly by the downturn, important internal improvements in manufacturing

reorganisation in Swedish industry, and the current attitude of multinational companies to manufacturing there, is well illustrated by the experiences of two companies with deep Swedish roots, but whose global headquarters are abroad.

Asea Brown Boveri, Europe's largest electrical engineering group, employs about 27,000

But it stresses that the weak krona is only part of the story. A special export campaign, and Swedish ABB's much-admired T50 customer focus programme, presided over by Mr Bert-Olof Svanholm, its chief executive, have laid the internal foundation for success.

As an example of what the process has achieved, it cites ABB Stal in Finspong, which

Meanwhile VME Group, the Brussels-based producer of construction equipment, has reduced its Swedish workforce from about 6,500 in 1989 to 4,400, and closed three plants, at Landskrona, Lund and Karlskrona (the last two came with the acquisition in 1991 of Akermann, the hydraulic excavator producer).

The closures were part of a worldwide reorganisation in response to the recession, says Mr Tove Johansson, president and chief executive. They were accompanied by significant restructuring of the factories that remained, to increase productivity and shorten lead times.

With a reduced manufacturing base, the recent upturn in sales has led to a dramatic improvement in profitability, in the form of a SKr200m turnaround out of the red over the past two years.

Mr Johansson says that Swedish industry was "completely lacking in realism" in the late 1980s and early 1990s.

Next year's target is deliveries worth SKr500m, equivalent to 25 gas turbines, with a workforce that has increased by only 15 per cent.

As a manufacturing base, it says, Sweden's situation is now very favourable. "We have a cost base that makes us very competitive in the international market, not least thanks to the krona situation."

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The closures were part of a worldwide reorganisation in response to the recession, says Mr Tove Johansson, president and chief executive. They were accompanied by significant restructuring of the factories that remained, to increase productivity and shorten lead times.

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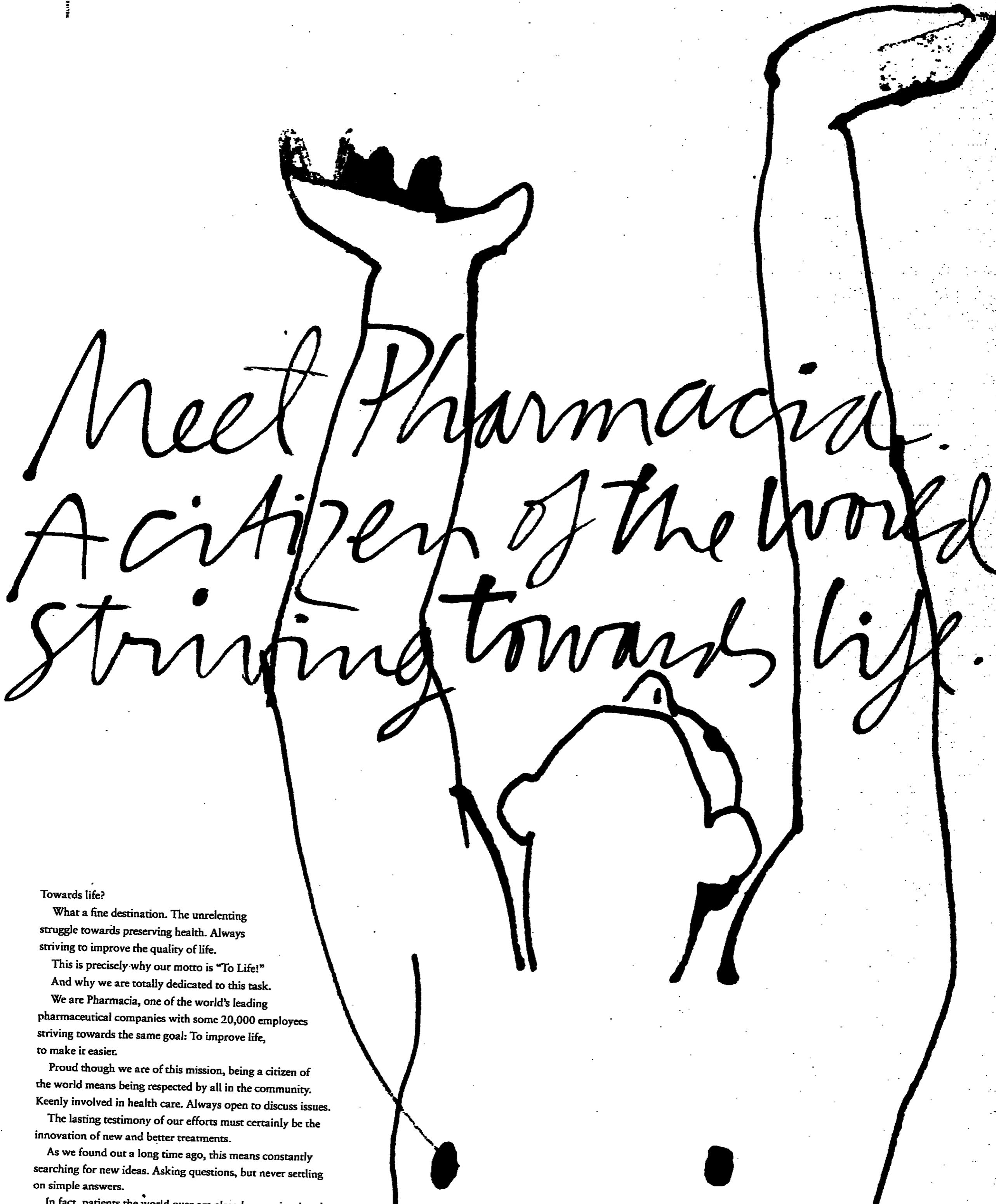
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To life

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